

IRI Conference on Culture, Society, Responsibility

PROGRAM
ABSTRACTS

International Research Institute s.r.o.
Komárno, Slovakia

2017

Conference organized by

International Research Institute s.r.o.

Budapest, Hungary, 03rd – 04th December 2017

Edited by:

Tibor János KARLOVITZ

Vydal: INTERNATIONAL RESEARCH INSTITUTE s.r.o.
Ulica Mieru 1383/4
945 01 Komárno
Slovakia



DOI: 10.18427/iri-2017-0129

ISBN 978-80-89691-47-0

IRI Conference on Culture, Society, Responsibility

Place:

Pannon Kincstár – Humán Szakképző Központ, Budapest, V. district, Váci u. 47.

Scientific Committee:

BERNÁTH, Krisztina, Ph.D., Emanuel University of Oradea, Oradea, Romania
CSAJBOK-TWEREFU, Ildiko, Cs.C., University of Ghana, Accra, Ghana
GYARMATI, Gábor, Ph.D., Óbuda University, Budapest, Hungary
KARLOVITZ, János Tibor, Ph.D., International Research Institute sro, Komárno, Slovakia
KATONA, Ferenc, Ph.D., Óbuda University, Budapest, Hungary
KOZMA, Miklós, Ph.D., Corvinus University, Budapest, Hungary
MAROSI, Ildikó, Ph.D., Óbuda University, Budapest, Hungary
TEKIC, Tanja, University of Novi Sad, Novi Sad, Serbia
TORGYIK, Judit, Ph.D., Kodolányi János College, Orosháza, Hungary
Tőzsér, Zoltán, Ph.D., University of Debrecen, Debrecen, Hungary

IRI Conference on Culture, Society, Responsibility

Budapest, Hungary, 3-4 December, 2017

3 December 2017

Venue: Pannon Kincstár Kft. - Budapest (Hungary),
V. district, Váci utca No. 47.

Programme

Room No. 318.

Registration: 9.30-10.00

Session No. 1. 10.00-11.00 "Leadership"

<i>Chair</i>	Denisa Kovacs: Using attribution theory to identify how media and the public frame the case of a Romanian religious leader
	Roland Schmuck: Managing Quality in Management Consulting
<i>Roland Schmuck</i>	Tanja Tekić, Mila Zečević, Tilija Timotić, Dragana, Tekić: Serbian consumers values and priorities based on Schwartz Value Survey

Session No. 2. 11.20-12.20 "Career"

<i>Chair</i>	Tibor János Karlovitz, Judit Kárpáti-Daróczy: Competence development of employees of enterprises in CSR practice
	Anita Bántó, Ildikó Budavári-Takács: Self efficacy and career choice
<i>Anita Bántó</i>	Ildikó Budavári-Takács, Aranka Mészáros, Erika Varga, Anita Bántó: Work values and career knowledge of psychology students

Session No. 3. 12.40-14.40 “Social Responsibility”

<p><i>Chair</i></p> <p><i>Tibor János Karlovitz</i></p>	<p>Mario Bogdanović: Main Ethical Dilemmas in Economics and Business: Which Are the Burning Questions/Problems and Possible Solutions/Answers?</p>
	<p>Kristel Castillo Cucalon de Blume: Corporate Social Responsibility in the Mining Industry in view of Marketing Research in Peru</p>
	<p>Agnes Havril: Deep Analysis of the Intercultural Competence of <i>Female</i> University Students in the KSA</p>
	<p>Annamaria Uzzoli: Hungarian Health Inequalities regarding Accessibility</p>
	<p>Ilona Szóró: The Creation and Results of the National Free-Cultural Council</p>
	<p>Gyöngyi Csongrádi: The effect of monetary support on non-profit schools' performance</p>

Session No. 4. 15.00-16.00 “Political Responsibility”

<p><i>Chair</i></p>	<p>Timo Karl: The integration of environmentally caused displacement into the Paris Agreement as a question of political responsibility</p>
	<p>Éva Remek: Austria Chairs the OSCE in 2017</p>
<p><i>Timo Karl</i></p>	<p>Artan Broci: The Europeanization of Private International Law - Conflict of Laws</p>

4th December 2017

Cultural Day: walking in Budapest and visiting Óbuda University

Meeting point: 10.00 at Pannon Kincstár Kft., Váci utca 47.

Abstracts

Main Ethical Dilemmas in Economics and Business: Which Are the Burning Questions/Problems and Possible Solutions/Answers?

Mario Bogdanović

University of Split Faculty of Economics, Split, Republic of Croatia

mbogdan2011@gmail.com

In market oriented society and analogue in business organizations rule two opposite ethical imperative who take effect in different directions regarding the ethics:

- a) Be altruistic, non selfish, just, do not do to the other what you do not want for yourself! (so called Golden ethical rule);
- b) Eliminate the concurrent, be better, more succesful, more powerful, keep monopoly, be rich no matter how! (so called competition/domination rule).

Such different value systems in economic and business life have it sources in two differnt value systems/approaches:

I) *Humanistic value approach* (e.g. Christianity)- which tells about the love towards the humans (also towards enemy) because of life itself. This tradition has ideas of humanity afirmation, communication, togetherness, helping, giving, social justice.

II) *Pagan value approach* (e.g. Imperialism, Despotism) – which positive values domination, power, control (violent achieving and keeping it), property&profit as ultimative goal, conquering, destruction, exploatation, dominant skills of killing, changing the right of using to right of malusing, manipulation of human mind for achieving control and obedience, with main tools of fear (punishment) and money (award).

The main goal of this paper is to answer: „How to resolve this value system paradox, or how to achieve more humanistic values in business and so achieve better systemic balance between those two systems. The main metastrategical problems explicated in this paper are:

D1: Problem of balancing profit/competitiveness and morality/humanity. The main question is: „Which extent of each is appropriate?“

D2: Problem of choosing the most appropriate moral ideology/idolatry for the socio-economic/ business life in regard of achieveing the goal of good balance of profit/cometitiveness and morality/humanity. The main question is: „Which ideology/idolatry should be most appropriate?“

D3: Problem of value hypocrisis. The main question is: „How to overcome the present hypocrisis as result of confrontation of two opposite values in different value systems? (paradox of profit/cometitiveness maximalization and moral/humanity maximalization in the same time).

Although pagan values are highly present in the numerous socio-economic settings and also in the international politics, there should arise strategical change for more balance with humanistic values in the name of survival of humanity and social responsible behavior. In order to give hand in resloving the crucial ethical dilemmas on business organization level, can be applied several strategic solutions that are also explicated in this paper.

The Europeanization of Private International Law - Conflict of Laws

Artan Broci

Judge at Supreme Court of Albania

artan.broci@yahoo.com

The most important recent development for private international law in Europe is the so-called Europeanization or —at the time— ‘Communitarization’ of private international law, which essentially entails the continued involvement of the European Union legislator in the field of private international law. It was not truly possible for the European Community (now Union) legislator to introduce legislation in the area of private international law until the Treaty of Amsterdam. It should not be forgotten that before this development there were also private international law instruments created in a European context, but these had the form of international conventions, which had to be signed and ratified by all participating countries. Examples of such initiatives are the Brussels Convention concerning jurisdiction and the recognition and enforcement foreign judgments and the Rome Convention concerning applicable law. The Brussels Convention has, incidentally, been copied by the Lugano Convention, thus enlarging the number of States party to the Convention with some non EU-Member States. The disadvantage of merely cooperating by way of international conventions in the field of private international law is evident. Upon every accession of a new member State, the convention had to be updated and ratified again by all the members. This has happened several times with regard to both the Brussels and the Rome Convention, but this ultimately proved to be too slow and difficult a process and it became more burdensome with the increasing number of Member States.

With the entry into force of the aforementioned Treaty of Amsterdam on 1 May 1999, the Community legislator entered the field of private international law, and one could say that it has not held back. Numerous new initiatives have been taken on the European level. The Brussels and Rome Conventions have, for example, both been transformed into EU instruments, and are now known respectively as the Brussels I Regulation and the Rome I Regulation. A number of complementary instruments to the Brussels I Regulation have been introduced, which basically deal with smaller, simple claims. The so-called Rome II Regulation has been introduced with regard to the law applicable to non-contractual obligations. The EU legislator has also delved into the area of family law with the Brussels II *bis* Regulation and the Rome III Regulation.

It is clear that the ongoing harmonization of the rules of private international law of the EU Member States is here to stay and that the further Europeanization of the rules of private international law will undeniably have major consequences for the respective systems of private international law of the Member States. An important factor therein is the fact that the Europeanization of private international law not only brings further harmonization, but concomitantly adds objectives following from European law which are unfamiliar to private international law, to the conflict of laws methodology in Europe. Important elements of European law thus suddenly enter the realm of private international law and in this way an ‘instrumentalisation’ of private international law in Europe has been introduced.

Self efficacy and career choice

Anita Bántó, Ildikó Budavári-Takács

Szent István University, Gödöllő, Hungary

anitabanto1@gmail.com, budavaritakacs89@gmail.com

The purpose of our thesis is to examine the self-efficacy, the central notion of the social-cognitive carrier theories, in context with counselling and the satisfaction of life.

We have assumed, that those, who have rated themselves higher in the questions related to the dimensions of self-efficacy, are more satisfied with their life, and we have supposed it too, that those, who have used some sort of career counselling have rated their self-efficacy higher too.

We have involved almost 150 people in our research (18-50 years old). We have developed a questionnaire to measure the dimensions (planfulness, readiness for exploration, informational competence, decision-making skills, reality orientation) of self-efficacy and we have used Diener's questionnaire to measure the satisfaction with life.

Our results have shown, that those people, who have rated themselves higher in the dimensions of self-efficacy are more satisfied with life and that the participation in career counselling was more likely.

Work values and career knowledge of psychology students

Ildikó Budavári-Takács, Aranka Mészáros, Erika Varga, Anita Bántó

Szent István University, Gödöllő, Hungary

**budavaritakacs89@gmail.com, Meszaros.Aranka@gtk.szie.hu,
Varga.Erika@gtk.szie.hu, anitabanto1@gmail.com**

The objective of our research was to examine the career knowledge of psychology students. We assumed that among the work values of psychology students altruism is the most preferred one while their career knowledge is insufficient in several other areas.

We had approximately 100 first-year psychology students involved in our research from three different universities. D.E. Super's questionnaire of 15 work values was used to measure the work values. Career knowledge was assessed by applying series of questions about psychology as a profession (activities and tasks of psychologists, information about the labour market, opportunities for trainings and education).

In our findings we found that our hypothesis on the work values of the psychology students was approved and their career knowledge is insufficient primarily with respect to the opportunities of trainings and education.

Corporate Social Responsibility in the Mining Industry in view of Marketing Research in Peru

Kristel Castillo Cucalón De Blume

CENTRUM Católica Graduate Business School

kristel.castillo@pucp.pe

Environmental problems can be solved under the framework of capitalism, in support of the industry with the help of human intervention. This is feasible as long as humans understand that they only inhabit the Earth, they do not own it, and they must use only those resources that satisfy their vital means to coexist in it.

In light of this reflection, the concept of the relationship between society and natural resources at a global, regional and domestic level is contextualized, with approach to Latin America. Likewise, the rationale behind socio-environmental conflict in Peru is deepened. Based on a closer review of mining companies operating in Peru, the reasons for socio-environmental conflict in the poorest and most vulnerable districts of Peru, where they operate, are analyzed.

The first part has three conceptual approaches to the discussion. First, the logic of social conflict is framed in the global context; secondly, the typology of social conflicts at the Latin American level is presented; thirdly, the same is done with respect to Peru. The second part, based on the fact that social conflicts are political phenomena that produce new dynamics of socialization and a positive opportunity for the readjustment of society, presents the results of the clusters analysis presented by Sofia Castro (2013) regarding conflict in Peru. The third part concludes by claiming the importance of this new approach to the understanding of social unrest in Peru. It proposes a more personalized approach of environmental social conflicts, which reinforces the contextual and cultural value in the diagnoses that the stakeholders developed facing the crises and social convulsion.

The viewpoint that is proposed from the two approaches developed, both a regional one by Latin America, and one that is personalized to the Peruvian mining private sector, contributes to the diagnosis for better management and a more effective prevention against the radicalization of socio-environmental conflicts in Peru. This perspective is necessary to implement in the academic approaches that have been taking place in Latin America. For this, it is important to consider that for the management and prevention of social conflicts it is crucial to achieve an accurate diagnosis of the reality of social conflict, attending to a prior understanding of the relationship between society and natural resources, with an easy model to implement prevention and manage with a dialogic approach.

The effect of monetary support on non-profit schools' performance

Gyöngyi Csongrádi

Budapest Business University

csongradigy@gmail.com

Nonprofit institutions are special because their financial background is not as homogenous than the state-supported or private ones. This is similar to the field of secondary education, where we could identify the three major groups as state-supported, church supported and nonprofit schools. The number of private schools is so low, that they are not examined. These organizations are working at the same market, their goals are similar: to teach as much to their students as they could. The government gives them money to pay the teachers and to feed kids, but the additional resources are different. Church supported schools could get extra money for teaching divinity, the state-supported to the everyday spending etc. But the financial structure of non-profit secondary schools is the most diverse. There are schools who are operating from the state support while others ask for high tuition fees. The aim of this paper is to reveal the connection between the finance and the performance at this field.

To get an answer to this problem, the database of Information System of Public Education is used, which is collecting the financial data of all schools in Hungary. The analysis is based on the data of 2015. Besides the financial data, the main characteristics of schools are also observed, like the number of students, the number of teachers, the type of school (supporter, grammar school or not). To be able to measure the performance the final exam marks are also detected in the paper. With the help of multiple regression modeling, the aim was to establish a model that explains which factors could determine the results of students after spending some years in a freely chosen secondary school and reveal the possible differences among the different types of schools.

Deep Analysis of the Intercultural Competence of *Female* University Students in the KSA

Agnes Havril

Corvinus University of Budapest, Hungary

Jazan University, Jizan, KSA

agi.havril@uni-corvinus.hu

The purpose of this paper is to introduce the final results of the research project which was focusing on the components of intercultural competence (ICC) of Saudi female university students in English as a second language (ESL) in the academic environment of the multicultural Jazan University in the KSA. As a visiting professor in the Kingdom of Saudi Arabia for three years, the author's previous research findings heavily support the idea that the present Saudi university generation has the desire to become interculturally and globally competent university students, even though women in Saudi Arabia still have a lot of things to do in the gender-separated society and academic environment. Firstly, this paper discusses the social roles and the hardships of the academic female youth in Jazan area, 60 km from the Yemeni borderlines. Then, it moves on explaining some Saudi-specific cultural terms and cultural dimensions, and the theoretically and practically equal access for all women to every level of education in a gender-separated higher education. Secondly, the paper introduces the quantitative survey research results conducted among three hundred female university students in different academic specializations of Jazan University. As a conclusion, the study summarizes the implications of the empirical data with the aim of identifying some motivational factors of female professionalism, and evaluating certain Saudi-specific cultural dimensions, and intercultural competence components of the Jazani female students.

Competence development of employees of enterprises in CSR practice

Tibor János Karlovitz, Judit Kárpáti-Daróczi

Óbuda University, Budapest, Hungary

karlovitz.jt@kgk.uni-obuda.hu, karpatidaroczi.judit@kgk.uni-obuda.hu

Corporate Social Responsibility (CSR) is an important concept of today's globalized economy. Within this framework, businesses will bring their internal stakeholders (employees) to benefits, which will affect their prosperity and longer time value in a positive direction. One of its components is enriching the educational and training content.

In our research, we focus on improving the competencies of the workforce. To do this, we carry out empirical studies among businesses. We are looking at the question of what skills and competences are expected from the employees and what kind of improvements they provide to their employees.

On the one hand, companies run internal trainings / trainings and, on the other hand, promote the learning of employees at external locations (e.g. through time restructure, partial or full funding). The concept of CSR also includes the fact that the company finances a course that is not directly related to the company's internal processes. Thus, the company promotes the educational market on the one hand and promotes the well-being of workers. Of course, this company also has the advantage: employees become more loyal, developing their problem-solving skills, their creativity, their internal communication, their emotional and emotional intelligence. These competencies contribute to the creation and maintenance of a favorable corporate climate. The competence expansion of employees is also favorable for the wider environment and local society. Workers' families and children see the example that their parents are studying work, and the wider environment perceives that some of the residents are more educated, more informed.

Corporate social responsibility therefore has new opportunities in the field of education as well.

The integration of environmentally caused displacement into the Paris Agreement as a question of political responsibility

Timo Karl

University of Bonn

Timo.karl@uni-bonn.de

After decades of relative stability in Europe, the symbolic borders of Europe-as well as those of the individual European nation states are subject of political renegotiation, partly due to the ongoing refugee crisis. Nevertheless, this crisis will only be the starting point of much higher numbers of displaced humans to come, as a result of climate change and the observable effects on the environment. Therefore, the paper focuses on the social responsibility of science and politics to develop practical concepts to deal with refugees, or more precisely with environmentally displaced humans.

The term “refugee” reaches back to the 16th century. Based on political decisions, strangers were regarded either as refugees, who should be given protection, or not. The formulation of the Geneva Convention on Refugees in modern times was a political process, too. The criteria to appeal on this convention are based on individual persecution and they are linked to the experience of the Holocaust and National Socialism. Often it is difficult for forcibly displaced persons to prove this persecution in the individual case. The individual distinction between asylum seekers, refugees and economic migrants is not meaningful in most cases either, because a weak economy can often be found in fragile states. Climate scientists now relate present crises like the Syrian civil war in parts to climate change, whereby climate change is rather considered as an indirect intensifying factor in already existing hot spots, which proves that the application of the Geneva Convention is getting more and more senseless.

It is nearly common sense that environmentally displaced persons are a major risk for the international security and stability, comparable to a world economy crisis or the destabilization of fragile states. Studies estimate a number of up to 200 million environmentally displaced persons in 2100 (IPCC 2014) whereby the estimates are varying between different studies, depending on the assumptions made on the demographic transition and the raise of temperature.

Against this background the article addresses the term of *environmentally displaced persons* and the impossibility to define sub-categories. Instead of the unrewarding categorical debate, plead for an integration of the political debate into the UNFCCC (United Nations Framework Convention on Climate Change). The Paris Agreement, which is building up on this convention, is characterized through a bottom-up structure, which could be used to hand in unilateral and bilateral commitments on the treatment of environmentally displaced persons as national determined contributions. It is argued that it is a social responsibility to define environmentally caused displacement as a final climate adaptation measure of humans and that the most appropriate governance structure to find political solutions is the UNFCCC process.

Using attribution theory to identify how media and the public frame the case of a Romanian religious leader

Denisa Kovacs

University of Bucharest, Bucharest, Romania

denisa.kovacs@gmail.com

In June 2017 the Romanian press talked about an Orthodox bishop, Corneliu Onila, who had been blackmailed by three priests with a video showing him in a homosexual relation with a priest. A month later, the Romanian Patriarchy confirmed the bishop as the person in the video. Even though the bishop insisted that someone else was in that video, after public pressure, he gave up his position in the Orthodox Church and became a simple monk.

The purpose of this paper is to use an attributional approach to examine press coverage in Romania dealing with issues concerning the specific case of the religious leader above mentioned. The paper aims at answering two research questions: 1- what are the frames used by a) journalists and b) the public when covering or discussing issues and events involving the case of the bishop and 2 – is there a correlation between the frames used by journalists and the public? – and how do they reflect the stereotypes on religious leaders?

To analyze the factors involved, this paper employs the Attribution Theory. This theory has been used to explain attribution of responsibility in risk, crisis situations or social issues (Coombs & Holladay, 1996; Klein, Apple & Kahn, 2011; Niederdeppe, Shapiro & Porticella, 2011; Rickard, 2014). The attribution theory was proposed by Heider (1958), who assumed that people try to predict and control their environments. Control and prediction are achieved by understanding the causes of one's behavior. Observed behaviors are attributed to the environment (situational/external) or the person (internal/dispositional). The manner of response to these behaviors is connected to whether dispositional or situational attributions are selected. *Weiner* (1985) added the controllability dimension to this model, which is concerned with voluntarily produced behavior.

At the core of these theories is a sequence of thought that translates as follows: causes produce feelings that direct action. The judgments people make about causal dimensions exert influence on their feelings and behaviors toward the actor. Firstly, messages can model the perception of the three attribution dimensions. Secondly, messages can shape the feelings created by attributions.

For the aim of this paper, we have selected articles and their subsequent user comments from two major Romanian online newspapers during between June and August 2017. The research focuses on the attributions of cause and responsibility and the practices of media-brokered selection and interpretation of events. The methodology used is a qualitative content analysis of selected online media. Thus, we can identify frames that emerge from the perceived responsibility of media and public. Based on a preliminary research, we expect to identify internal attributions: the media and the public assign the cause of behavior to internal characteristics (personality, beliefs), rather than to outside forces. Finally, the frames identified in media coverage and user comments reflect the stereotypes ascribed to religious leaders in Romania.

Austria Chairs the OSCE in 2017

Éva Remek

National University of Public Service, Budapest, Hungary

remek.eva@uni-nke.hu

The Organization for Security and Co-operation in Europe represents the largest regional security organizations in the world, nonetheless its visibility relatively low in the international organizations, in particular compared to the UN, EU or even NATO.

This analysis wants to change this image. It does this shortly through the Austrian Chairmanship program, outlines the opportunities for more realistic version of this co-operative security organization. It is supported by its role. The OSCE's roles, i.e. activities are from 'hard' security issues such as conflict prevention to fostering economic development, ensuring the sustainable use of natural resources, and promoting the full respect of human rights and fundamental freedoms. Can be seen its complementary role in building security and maintaining stability in the Euro-Atlantic and Eurasian area.

The OSCE Chairmanship is held for one calendar year by the OSCE participating State designated as such by a decision of the Ministerial Council. The function of the Chairperson-in-Office (CiO) is exercised by the Minister of Foreign Affairs of that State. Each year the serial country's Foreign minister acts as Chairperson-in-Office. The Chairperson-in-Office is assisted by the previous and succeeding Chairpersons; the three of them together constitute the Troika. The origin of the institution lies with the Charter of Paris for a New Europe (1990), and the Helsinki Document (1992) formally institutionalized this function. Current OSCE Chairperson-in-Office is Sebastian Kurz (Austria). The OSCE Chairmanship will be held by Italy in 2018. And former OSCE Chairperson-in-Office, was Frank-Walter Steinmeier in 2016.

The presentation's aim is to show proposals that do not (yet) enjoy consensus, in order to inform and stimulate a necessary debate between memberstates, or international players. The work is serious also, because our European security is based on the consensus which as well, this 'Organization' is able to promote.

On the whole I think my presentation is thought-provoking, very interesting and timely reading.

„The work was created in commission of the National University of Public Service under the priority project KÖFOP-2.1.2-VEKOP-15-2016-00001 titled „Public Service Development Establishing Good Governance” in (the) Miklós Zrínyi Habilitation Program.”

Managing Quality in Management Consulting

Roland Schmuck

University of Pécs, Faculty of Business and Economics, Pécs, Hungary

sroland@sroland.hu

Defining quality in most institutions are clear and easy to do. However quality management is hard to define in case of services because services do not have such generally common, measureable and comparable features like products. In case of services without exact outcomes are even harder to define quality. Management consulting is such a service. Management consultants help organizations so solve complex, messy problems. It is very hard to define quality in this case. There is no one best way to manage quality in this case. The goal of this paper is to clarify how quality management can work in such circumstances in the management consulting services industry.

The paper is based on literature research and the author's own experiences as a certified ISO 9001 auditor. This gives a quality standard view of the paper, however other aspects are discussed as well.

Management consulting firms have to build trust. This is an important reason to concentrate on quality. Consulting companies can use several methods to increase their service quality. Mostly soft methods can be used because of the limited availability of possible statistical data. The most typical soft methods are shown in this paper.

Many of the consulting firms operate ISO 9001 standard-based quality management systems or TQM in their own organizations. Back in time this was a different story. In the 1980s consulting firms rather worked on their clients' quality concerns not on their own. This has change a lot since that. Nowadays there is so high need of quality operation with reduced costs that the consulting firms themselves also operate quality management systems. These systems can reduce costs as well by making better decisions and decreasing the cost of bad quality such as faulty products and guarantee costs. The features of the ISO 9001 standard are shown in this paper regarding the management consulting sector.

Quality is becoming a major issue for consulting companies to get new contracts. This is an industry based mainly on trust because the outcome of the service is not immediate and can hardly be measured. Consulting companies should not only keep the technical standards but have to satisfy the customers' requirements to provide a quality service.

The Creation and Results of the National Free-Cultural Council

Ilona Szóró

Library Supply Nonprofit Ltd., Budapest, Hungary

szoroi@t-online.hu

After World War II, the cultural sphere and the former system of public education and adult education transformed parallel to the economic, social, and political changes. The multicolour cultural life unfolding in the new, democratic atmosphere was built on the self-organisation of the society and the active collaboration of the inhabitants. The function of the state organs and the Ministry of Education and Religious Affairs was primarily to provide a framework to education and to ensure its material and personal conditions. A social organisation, the National Free-Cultural Council (NFCC) that was set up in autumn 1945 co-ordinated the cultural activities and professional support of cities, towns and villages, as well as non-governmental associations. The quasi 110 members of the NFCC were delegated by various educational and scientific institutions and non-governmental associations. Sándor Karácsony, the well-known teacher-philosopher professor from Debrecen, was elected as the president of the organisation. Karácsony and the NFCC urged for the independent cultural activity of local communities called free cultural instead of general education controlled from top to bottom. The Council built a nation-wide network in the form of county and town/city level Free-Cultural Councils and village Free-Cultural Committees that co-operated with the local organs of the cultural administration, the free education supervisors, and the managing directors. The NFCC was co-ordinated the cultural activity of 6 ministries and several nation-wide social organisations. The Council played an important role in the central organisation of public education and adult education and in supporting local initiatives. It took action for the sake of ensuring cultural opportunities to social layers that had been earlier pushed backwards. It took steps in order to achieve the full liquidation of illiteracy and to re-build the library network that suffered considerable damages during the war. It also emphasized and spread the values of folk culture. At the end of the 1940-ies, however, as a result of the changing political circumstances and the gradual setting up of dictatorship, the operation of the NFCC was limited then winded up together with other democratic organisations. In the fields of public education and adult education, there was again direct government control enforced.

Serbian consumers values and priorities based on Schwartz Value Survey

Tanja Tekić

University of Novi Sad, Novi Sad, Serbia

tanjatekic@gmail.com

Mila Zečević

University of Ljubljana, Ljubljana, Slovenia

zecevic.mila@yahoo.com

Tilija Timotić

University of Novi Sad, Novi Sad, Serbia

tilijatimotic@gmail.com

Dragana Tekić

University of Novi Sad, Novi Sad, Serbia

tekicdragana@yahoo.com

Consumers changed their everyday behaviour, their needs and desires are different in the past decades. Based on that and technological changes retailers became the leaders of the marketing channel. Modern retailers are communicating with consumers directly thru various ways and interactions are the most important thing for their success. Consumers have the last word, supply is based on their needs. Process of consumers decision making changed a lot, the most important thing nowadays are interaction, evaluation and in the end decision. Because of that modern marketing researches are based on consumers, their values and lifestyle, with the main question how to satisfy consumers' needs and desires? The main problem which is going to be researched in this paper is how consumers with different profiles and lifestyle make decision about retail object of everyday shopping? The paper is going to be based on survey of Serbian consumers in the modern, urban retail chains with main aim to answer to the following questions:

- a) Which retail channel is the most popular in Serbian urban areas and why are consumers prioritising it?
- b) How to profile consumers based on their values and priorities?
- c) Which factors are important for each profile in decision making about shopping place?
- d) And to answer which will be the future trends of the retailing in Serbia and which consumer profile will be in each retail segment?

Mentioned survey will be based on consumer questionnaire data collected in March 2017 in the two biggest cities in Serbia (Belgrade and Novi Sad). Consumers are asked about their socio-demographic characteristics, factors which are affected their decision when they chose retail object of everyday shopping and in the end consumers will be answered on Schwartz Value Survey questionnaire.

Hungarian Health Inequalities regarding Accessibility

Annamaria Uzzoli

Institute for Regional Studies Centre for Economic and Regional Studies

Hungarian Academy of Sciences, Budapest, Hungary

uzzoli@rkk.hu

It can be experienced continuous improving tendency of some health indicators in Hungary in the last 15 years resulting a paradox situation in the run of health inequalities. The main reasons of this paradox situations are the followings. Firstly, the decreasing of the Hungarian mortality indicators are considerable, but this improvement is the most moderated just in Hungary among the members of the European Union, so the country is lagging behind the most developed European countries. Secondly, the improving tendency of health indicators goes together with the increasing spatial inequalities: the disadvantaged health in Hungary presently hits the whole adult population, but its spatial inequalities are influenced by the economic development. Thirdly, health inequalities refer in a complex way to the disadvantageous situation of health related quality of life and its influencing factors: labour market situation, income level, living conditions, health behaviour, and access to health care supplies.

The aim of the presentation is to describe health inequalities in Hungary in a way how these inequalities have changed in terms of space and time after the political and economic transformation. The territorial range of the paper includes the level of the Hungarian counties and administrative districts. The statistical analysis is especially based on the use of mortality and life expectancy indicators.

The presentation also contains a case study to define the difficulties of access to health care in the country. The scope of this case study is to examine the changes and spatial differences of acute myocardial infarct (AMI), which can help define the Hungarian health inequalities and the difficulties in access to health care because the prehospital care and its efficiency can increase the survival chances of AMI. One of the most important results of this case study is there are significant differences among the different parts of the country according to AMI mortality and its spatial inequalities. The scale of these inequalities is influenced by changes in time, spatial distribution and gender balance. There is a remarkable improvement in AMI mortality in Hungary from 2005, but it is associated with increased inequality, which is especially true for female AMI mortality.

The study is supported by National Research, Development and Innovation Office – NKFIH (K 119574).

ISBN 978-80-89691-47-0



9

788089

691470