

# **Society, Economics, Law Conference**

22-24 AUGUST 2019, GROßPETERSDORF, AUSTRIA

PROGRAM  
ABSTRACTS

Sozial und Wirtschafts Forschungsgruppe  
Großpetersdorf

2019

Conference organized by  
**Sozial und Wirtschafts Forschungsgruppe**

**Place: 7503 Großpetersdorf, Quergasse 11, Burgenland, Austria**

Scientific Committee:

BERÉNYI, László, Ph.D., University of Miskolc, Miskolc, Hungary  
GYARMATI, Gábor, Ph.D., Óbuda University, Budapest, Hungary  
KARLOVITZ, János Tibor, Ph.D., Sozial und Wirtschafts Forschungsgruppe, Großpetersdorf,  
Austria  
KÁRPÁTI-DARÓCZI, Judit, Ph.D., Óbuda University, Budapest, Hungary  
KÖHLHOFFER-MIZSER, Csilla, Ph.D., Óbuda University, Budapest, Hungary  
KORCSMÁROS, Enikő, Ph.D., Selye János University, Komárno, Slovakia  
PYRKOSZ, S. Damian, Ph.D., University of Rzeszów, Rzeszów, Poland  
REICHER, Regina, Ph.D., Óbuda University, Budapest, Hungary  
TICK, Andrea, Ph.D., Óbuda University, Budapest, Hungary  
TORGYIK, Judit, Ph.D., Kodolányi János University, Orosháza, Hungary  
TWEREFU-KWABANA, Daniel, Ph.D., University of Ghana, Accra, Ghana  
VELENCEI, Jolán, Ph.D., Óbuda University, Budapest, Hungary

Edited by Tibor János KARLOVITZ

Publisher

Sozial und Wirtschafts Forschungsgruppe  
7503 Großpetersdorf, Quergasse 11, Burgenland, Austria

**ISBN 978-3-903317-02-4**

# Program

## Society, Economics, Law Conference

organized by

***Sozial und Wirtschafts Forschungsgruppe***

22-24 August 2019, Großpetersdorf, Austria

**Venue: 7503 Großpetersdorf, Quergasse 11, Burgenland, Austria**

### 22 August 2019 (Thursday)

Registration: from 09.00

Presentations in Sessions

11.00 – 12.00

Session No. 1.	<i>Chairman</i>	Éva KÖVÁRINÉ-IGNÁTH: The European Parliamentary elections in the Benelux countries – convergent or divergent trends?
<i>Political Issues</i>	<i>Gábor GYARMATI</i>	Annamaria UZZOLI: Health Inequalities in Hungary – Challenges for Health Care System
		Gyula MAKSA: Geopolitical Approach in Media and Comics Studies

12.20 – 13.20

Session No. 2.	<i>Chairman</i>	Emese LENGYEL: The End of Highbrow: Genre Hybridisation in the case of 20 <sup>th</sup> -Century Hungarian Comic Operas
<i>Cultural Issues</i>	<i>Tibor Janos KARLOVITZ</i>	Éva BIHARI-NAGY: Elements of Cultural Heritage and the Methods of Institutional Cultural Value Mediation or Patrimonialization
		Petra EGRI: Fashion Meets Capitalism: Representation of Poverty in Fashion

13.40 – 15.20

Session No. 3.  <i>Economics Issues</i>	<i>Chairman</i>	Eva KARAI, Maria LAKATOS, Judit NAGY, Janos ERDEI: Accounting Treatments for Gambling Revenues
	<i>Judit KÁRPÁTI- DARÓCZI</i>	István JUHÁSZ: The Achievement via Conformance and Achievement via Independence dimensions of the S-CPI test scores of the financial sales associates sample
		Beatrix VARGA, Kitti FODOR: Kann die logistische Regression zur Klassifizierung kritischer Rohstoffe verwendet werden?
		Kund FLORIAN: The Internal Gaze of Nation Branding
		Gábor GYARMATI: Organic Farming

15.40 – 17.40

Session No. 4.  <i>Labour Market</i>	<i>Chairman</i>	Julianna CSUGÁNY: Labour Market Adaptation to the Challenges of the Fourth Industrial Revolution
	<i>Regina REICHER</i>	Lilla Rita LEHOTAI: The Importance of Security Awareness in the Labour Market
		Tamás HARDI, Tünde PATAY: Arbeitsmarktsstrukturen in der wandernden Europa
		István PACSUTA: Value Choice of the Youth in Higher Education and Beyond
		Csilla KOHLHOFFER-MIZSER: Leadership Styles in Conflict: Decisions of Leaders
		Judit KÁRPÁTI-DARÓCZI, Tibor Janos KARLOVITZ: Entrepreneurial Skills Surveys

## 23 August 2019 (Friday)

Workshop: *Entrepreneur or employee?*  
by Tibor János KARLOVITZ and Judit KÁRPÁTI-DARÓCZI  
10.00-12.00

## 24 August 2019 (Saturday)

Cultural Day: Visiting Carnival of Szombathely  
by Tibor János KARLOVITZ and Judit TORGYIK  
Meeting Point: Großpetersdorf, Quergasse 11 at 9.00

# Abstracts



## **Elements of Cultural Heritage and the Methods of Institutional Cultural Value Mediation or Patrimonialization**

**Éva BIHARI-NAGY**

**Department of Ethnology, University of Debrecen, Debrecen, Hungary**

**nagy.eva@arts.unideb.hu**

Mediating or transmitting cultural values and heritage is a process that comprises constant changes and revivals. The introduction and dissemination of progressive practices that adopt the latest applications of information technology while they transform life and customs in schools seem to be a rather significant task. Where and how is cultural heritage and the process of passing it on to future generations situated in the course of preparing for participation in a “knowledge-based” society? What sort of network of connections has been formed between cultural heritage, schools, cultural (educational) institutions (museums) and the digital world? Theoretical and methodological revival appears to be justified by:

- 1) the awareness of the importance of interactions between the social present and cultural institutions;
- 2) highlighting ordinary issues and personal stories and experiences;
- 3) and various interpretations of the relationship between material objects and human beings.

How is it possible, within institutional frameworks, to connect contemporary phenomena and past traditions in a revealing and meaningful way in order to create values? The system of patrimonialization proves to be effective in an environment that not only displays values and tests our knowledge on them but also establishes a self-sustained milieu of recognition in which the individuals (persons) experience an understanding type of identification with these. Rendering the past and memories from the past may become truly alive only if they educate us, exert an influence on our senses, evoke thoughts and ideas, and complement our current knowledge. Practically, 21<sup>st</sup>-century kids, pupils and students are very difficult to motivate effectively. Neither smart boards, nor the Internet would affect or excite them after a while, because they simply get used to them. A recurring experience in higher education is that there is no internal drive in students whatsoever, for which reason it is a real hard work to pass on any knowledge to them or to prompt and inspire them to become creative.

One of the most important methods of patrimonialization is to make sure that new generations acquire knowledge about a concept, a phenomenon or a pattern through practice, with the highest intensity of participation. Unfortunately, in most forms of education, it is still the text that is used as the number one mediator between reality and the acquisition of knowledge about it. Visual and pictorial means of rendering, which continue to grow ever more important as implements of communication and instruction, should be embedded into the process of patrimonialization in an increasing number of forms of methods by taking advantage of the informal learning environment. It is by reflecting on contemporary culture and taking into account the shaping of visual expressiveness for the current young generation that digital (virtual) databases need to be utilized for presenting specific elements of tradition. In my paper, it is my intention to highlight lapses and mistakes contained in various forms of digital teaching material currently published for education purposes.

# **Labour Market Adaptation to the Challenges of the Fourth Industrial Revolution**

**Julianna CSUGÁNY**

**Eszterházy Károly University, Eger, Hungary**

**csugany.julianna@uni-eszterhazy.hu**

Nowadays, the new wave of technological progress so-called the Fourth Industrial Revolution induces significant changes in the labour market. There are new phenomena in this era to which the labour market actors have to adapt. Many workplaces and jobs are in danger due to new technologies, but at the same time, these new technologies require new skills and create new professions. Due to this tendency, the demand of the labour force is increasing while the supply is stable both in quantitative and qualitative terms. It can also be observed that despite decreasing unemployment the number of vacancies is increasing so the labour shortage becomes a more and more serious problem in the economy. New technologies require new skills and willingness to deal with new tasks, so the labour force must adapt to the challenges of the new techno-economic paradigm. The structural and technological unemployment is present at the same time in the labour market which can restrain economic growth. This research aims to summarize the labour market consequences of the Fourth Industrial Revolution. The biggest fear in this era is the loss of jobs because robots can substitute human resources. Some empirical studies try to estimate the risk of automation for jobs. It can be stated that routine tasks can be automatized to a great extent, so the low-qualified workforce is in greater danger. New skills required by new technologies are associated with higher levels of education and the importance of staff training is increasing in order to provide up-to-date knowledge for employees. The empirical research focuses on the European Union, labour market trends will be compared in European innovation leader and follower countries. The research question is how the Fourth Industrial Revolution effect on the European labour market and what are the differences between countries.

## **Fashion Meets Capitalism: Representation of Poverty in Fashion**

**Petra EGRI**

**University of Pécs, Pécs, Hungary**

**epetra90@gmail.com**

Fashion Studies has emerged in the last decade. Fashion researchers Anthony Sullivan, Adam Geczy, Vicki Karaminas and Elizabeth Wilson try to present the fashion system from a critical perspective of capitalism and at the same time emphasizing the class distinction and ephemerality. One of the Instagram movements called Fashion Revolution has got a project entitled "Who made my clothes" which tries to struggle with clothes wasting of fashion system and to respond to the underpaid workers in the global fashion industry and to encourage people, as active global citizens, to make enable changes. The Instagram initiation organizes free live lectures in order to disseminate knowledge about these topics. With the purpose of practising influence on people effectively, uses real stories from the fashion industry. At the same time, it is perceptible that fashion shows and lots of fashion designers try to deal with this problem. 2017 London Fashion Week was also reflecting for poverty. Bay Garnett fashion stylist created a catwalk called "Fashion Fighting Poverty" from Oxfam donated clothes. This has proven that the versatility of preloved fashion can make a statement in the high fashion world. It is not a novelty that fashion designers have reflected and themathized poverty and inequality. In 1997 "Bellmer la Poupée" fashion show of Alexander McQueen also dealt with that problems. Fashion designer McQueen created this collection to reflect poverty and inequality in order to provoke his luxury audience and clients despite that the high fashion system works rather in another way. From the perspective of Performance Studies it is also notable how his fashion show created a special theatrical atmosphere and space to represent poverty. The presentation is focussed on representation methods and processes of poverty and inequality in fashion determined by the capitalism.

## **The Internal Gaze of Nation Branding**

**Kund FLORIAN**

**Budapest Metropolitan University, Budapest, Hungary**

**kund.florian@gmail.com**

This study explores the internal dimensions of nation branding. In contrast to the widely held notion that nation branding is primarily an instrument of producing images for external consumption, it argues along an emerging corpus of critical literature that interprets nation branding as an essentially 'inner-oriented cultural-political measure' that targets the citizens of the national state, and that works in the realm of identity politics. As such, it conceptualizes nation branding as an ideological project that promotes a particular organization of knowledge and power in the construction of collective identities. More precisely, nation branding is suggested to be understood as a measure of the 'cultural praxis of national identity formation', a means of remaking the symbolic components that support existing political authority structures. In sum, this paper studies how nation branding can invent and reinforce notions of cultural similarity and difference in the social imaginary with the ultimate purpose of producing hegemonic discourses over belonging.

For developing its theoretical arguments this paper introduces the results of a rare case study research on nation branding practices in the Emirate of Sharjah of the United Arab Emirates (UAE). Based on the analysis of a series of in-depth interviews with policy makers, tourism and marketing professionals, this paper argues that an investigation of nation branding discourses and practices in the "Cultural Emirate" provides a globally relevant example of how nation branding can function as an important measure of the ideological apparatus of the state in creating a notion of cultural authenticity that reaffirms an ethno-nationalist conception of community in the context of a multicultural social reality. As such, this paper suggests, nation branding becomes a discursive instrument of control par excellence that guides and limits legitimate ways of imagining the place in an environment of competing lived cultural experiences. It critically concludes that the presented results describe a methodology of nation branding for articulating ethnocentric political agendas of various cultural and political sorts in the language of marketing.

**Organic Farming**

**Gábor GYARMATI**

**Óbuda University, Budapest, Hungary**

**gyarmati.gabor@kgk.uni-obuda.hu**

Organic farming has been studied in several ways over the last decades. The purpose of my study is to look at this type of farming from the point of view of its environmental impact, and from the point of view of yields and management data, whether it is viable under current market conditions. In the third part I compare the requirements of different ecological organizations, what are the differences, what are the common points. This shows how farmers can gain a market advantage. There is a clear environmental benefit from the higher biodiversity of organic farming compared to conventional and industrial cultivation. If we measure it economically in some way, it has not only health, environmental but also economic benefits. From the point of view of Co2 emissions, organic cultivation is more favorable and has a lower value than conventional cultivation. This has a clear cash benefit, we can think of carbon quotas. The third aspect of the study is the lower level of nitrogen pollution and other soil and air pollution linked to increased fertilizer use. Here too, organic farming is clearly more beneficial. Looking at yields in farms where the two branches of cultivation run in parallel, it can be clearly stated that with lower costs, lower yields at the same time, the organic farm can work at higher sales prices. This shows that an organic farm is a competitive alternative to an industrial farm if it is cultivated on good lands, with advanced technology and appropriate expertise.

## **Arbeitsmarktsstrukturen in der wandernden Europa**

**Tamás HARDI, Tünde PATAY**

**Széchenyi István Universität, Doktoratsschule für Regional- und  
Wirtschaftswissenschaften, Győr, Ungarn**

**hardit@rkk.hu, tuendepatay@gmail.com**

Die Mobilität der Arbeitskräfte ist im Hinblick sowohl auf die Entwicklung der Wirtschaft als auch der Gesellschaft von elementarer Bedeutung. Die Entwicklungsziele und Prioritäten der Europäischen Union bestimmen für die Mitgliedstaaten die Rahmenbedingungen. Ausländische Erwerbspersonen finden, je nachdem ob ein klassisches Einwanderungsland oder einen neuen Mitgliedstaat als Zielland gewählt wird, trotzdem verschiedene Strukturen vor.

Das Ziel dieser Analyse ist ein Vergleich der Migrationsstrukturen und der anpassenden Arbeitsmärkte, die die Herausforderungen und Chancen der Migrationspolitik steuern. In der Präsentation werden die Europäischen Länder dargestellt, mit besonderem Hinblick auf Österreich und Ungarn. Der Fokus liegt weiters auf den Arbeitsmärkten dieser Länder bzw. die Positionierung der mobilen Arbeitskräfte.

Trotz dem historischen Einfluss und der voneinander abweichenden wirtschaftlichen, sozialen und politischen Ausgangssituationen weist der Vergleich der Migrationsstrukturen nicht nur auf Unterschiede, sondern auch Ähnlichkeiten hin. Die demographische Entwicklung der Zuwanderergruppen, die zunehmende Zahl und die Zusammensetzung der mobilen Arbeitskräfte beeinflussen auch in diesen Ländern die Struktur der Wirtschaft und die Leistungsmerkmale der Arbeitsmarkt.

In dieser Analyse wird untersucht, was für Unterschiede in den Arbeitsmarkt- und Migrationsstrukturen zu entdecken sind, was für Perspektiven Arbeitskräfte auf dem Arbeitsmarkt haben und wie erfolgreich die Integration der mobilen Erwerbstätigen in diesen Ländern ist. Die Analyse konzentriert sich ausschließlich auf den Migrationsanteil des Humankapitals. Um die Merkmale der mobilen Arbeitskräfte besser darzustellen, wird auch auf die Bedeutung der Migrationsstruktur des Unternehmertums hingewiesen.

**The Achievement via Conformance and Achievement via Independence dimensions of the S-CPI test scores of the financial sales associates sample**

**István JUHÁSZ**

**Eszterházy Károly University, Eger, Hungary**

**juhasz.istvan@uni-eszterhazy.hu**

The basic purpose of my research effort is the construction of a personality profile for financial sales associates via Shortened version of the California Psychological Inventory (S-CPI) and procedures facilitating the selection of the best candidates for sales personnel in the financial and insurance sector of the national economy. Said personality profile will help in ascertaining whether the psychic features of the given candidate qualify him or her for a financial sales associate position and meet the requirements of the profession and that of the general expectations of the given firms.

The inquiry focused on the personal features of financial sales associates working in banks, insurance companies, residential savings, financial consultancy firms, factor and leasing firms, savings banks, and stock brokerages.

Having surveyed the relevant professional literature and research results I expected a correlation between the Achievement via Conformance and Achievement via Independence dimensions primarily because the respective sample included financial sales associates employed in achievement oriented positions. At the same time the S-CPI scores of financial sales associates were analyzed with the Pearson correlation coefficient with a dual probe. Having compared the Achievement via Conformance and Achievement via Independence scales it can be concluded that the correlation value is 0,325 with at least a 1 % significance level representing a below average positive correlation.

After the consideration of all 21 dimensions with the Pearson correlation coefficient, more interesting results were obtained. Accordingly, in context of an one or five percent significance level all scales were moving together with the exception of eight cases related to Flexibility and Femininity.

The strongest movement or progression of the Achievement via Conformance dimension with at least an one per cent significance level can be discerned not in context of Achievement via Independence but along the following dimensions: Ego Strength (0,733), Sense of Well-Being (0,699), and Intellectual Efficiency (0,645.) In a negative direction with at least an one per cent significance level it shows close correlation with the Anxiety dimension (-0,634).

The Achievement with Independence dimension shows the strongest positive correlation with at least an one percent significance level with Tolerance (0,597), Intellectual Efficiency (0,440), and Self-control (0,419), Conversely a negative correlation with at least an one per cent significance level can be discerned with the Anxiety dimension at (-0,296).

The selection process of potentially high performing financial sales personnel should place a greater emphasis on the assessment of intelligence and anxiety.

## **Accounting Treatments for Gambling Revenues**

**Eva KARAI, Maria LAKATOS**

**John von Neumann University, Kecskemét, Hungary**

**karai.eva@gtk.uni-neumann.hu, lakatos.maria@gtk.uni-neumann.hu**

**Judit NAGY, Janos ERDEI**

**Budapest University of Technology and Economics, Budapest, Hungary**

**nagy.judit@finance.bme.hu, erdei@mvt.bme.hu**

The specific features in the gaming and gaming-related activities enable that revenues can be recognized and presented in the financial statements of gambling entities differently. The presentation of gambling revenues depends on the accounting system on that basis financial statements are prepared, and the accounting practice differs not only on the country level but even on company level. The gambling market in Europe is highly concentrated. Only a few companies generate a substantial part of the revenue of this sector. These large companies follow domestic accounting rules, standards or IFRS by preparing their financial statements. Examining the consolidated financial statements of these companies from the year 2013, we found notable differences in the presentation of gambling revenues also among IFRS financial statements.

A new revenue standard is effective for annual reporting periods beginning on or after 1 January 2018, the standard Revenue from Contracts with Customers. The standard is a result of the convergence project of the International Accounting Standard Board (IASB) and the US-based Financial Accounting Standards Board (FASB). However, fixed-odds wagering contracts can have different accounting treatments in the two major international accounting systems. Our study aims to explore the IFRS accounting treatments in revenue recognition of European gambling companies.

## **Entrepreneurial Skills Surveys**

**Judit KÁRPÁTI-DARÓCZI, Tibor Janos KARLOVITZ**

**Óbuda University, Budapest, Hungary**

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

In our presentation we show the difference between employee and entrepreneur skills and competences; what it takes to become an entrepreneur, and for this, what gives the education, in the university training. Our theoretical background based on earlier surveys *Judit Vágány* and *Judit Kárpáti-Daróczi* from 2011.

From the fall of 2017, we are concerned about the level of entrepreneurial competences among our students. After, because we were also curious about the level of entrepreneurial competences among economics students from other countries, we have extended our study to several universities in different cultures, societies. For international comparative analysis, test samples are obtained by taking advantage of the opportunities offered by the Erasmus program. This way, we can conduct the written inquiry in person. In our experience, this gives us more quality questionnaires than we do only on the Internet. We were and collected sub-samples in Ghana, Portugal, Poland, Albania, and we plan in Turkey, Slovakia, yet.

We would like to know the cultural or anthropological patterns among different cultures in the field of entrepreneurial competences.

## **Leadership Styles in Conflict: Decisions of Leaders**

**Csilla KOHLHOFFER-MIZSER**

**Óbuda University, Budapest, Hungary**

**mizser.csilla@kgk.uni-obuda.hu**

The purpose of this study is to examine the relationship between leadership decision-making and resolution of conflict between companies and inside of the organization of the company. The aim of the research is to provide a comprehensive literature review of managerial decision-making and conflict management. Alternative dispute resolution methods are to support persons and expressly leaders with several levels of conflict solving. Reorganization, resolution, restoration, evaluation and conversion are available to provide persons, parties with methods. Not the same tools are used by different types of leaders from different dimensions, as integrating, obliging, dominating, avoiding, compromising, transformational, transactional, and laissez-faire leader dimensions. The author's aim was to examine the several leadership styles, the perception of the styles and their connection to the decision in case of organizational conflict or in case of inter-organizational conflict –in aspect of the managers and in aspect of the employees in Hungary. Leaders were questioned which is the preferred way of resolution of conflict: filing a claim with the court or out of court settlements, arbitration, mediation, conciliation. Methodology is different regarding the types of leaders from different dimensions, as transformational, transactional, and laissez-faire leader dimensions. This approach treated conflict styles as individual disposition, stable over time and across situations. It is argued and supported by literature that leadership styles or behaviors remain stable over time and are expected to be significantly related to conflict management styles.

**The European Parliamentary elections in the Benelux countries – convergent or divergent trends?**

**Éva KÖVÁRINÉ-IGNÁTH**

**Corvinus University of Budapest, Budapest, Hungary**

**kovarine@uni-corvinus.hu**

The ninth election of the 751 Members of the European Parliament by direct universal suffrage was held between 23 and 26 May 2019. 50.62% of the European voters cast their votes for the national candidates, which turnout showed an 8% rise compared to the data in 2014. This number was also a 20-year record in the history of European Parliamentary elections. The results indicated a decline of the support of the two traditional large political groups, the European People's Party and the Socialists and Democrats, and a rise in the popularity of the Greens, the Liberals (Alliance of Liberals and Democrats for Europe, which is now called Renew Europe) and also the Eurosceptic, right-wing European Alliance of Peoples and Nations (which is now called Identity and Democracy).

Belgium, Luxembourg and the Netherlands were among the founding fathers of the European Union, they have always demonstrated support for the European project. On 23 May 2019, the Dutch citizens were the first ones (of the three states) who could cast their votes to elect the country's 26 MEP's, while 26 May was the date for the elections in the other two Benelux countries (electing 21 Belgian and 6 Luxembourgian MEP's). However, in Belgium, federal and regional elections were also held on the same day as the European ones. The study aims to examine the outcome of the elections in the three countries, also referring to the recent national legislative elections' results, while also analyzing the trend of the popularity of parties on the EP elections. It would also like to explore whether these results show similar or different trend compared to those on the European level.

## **The Importance of Security Awareness in the Labour Market**

**Lilla Rita LEHOTAI**

**Óbuda University, Budapest, Hungary**

**lehotai.lilla@kgk.uni-obuda.hu**

At the moment, employers are in a very favorable position, because there are many job seekers and therefore a large supply of labor. On the other hand, the large-scale supply of labor does not represent a high quality supply.

Employers are paying employees modest, sometimes humiliating low salaries, nevertheless they want them to speak two or three more languages besides Hungarian, the employees should know their profession very well and besides that they should have economic and legal knowledge and they should be able to do a complete job, the whole work right away. Employers prefer 'fresh graduate' workers for a number of reasons.

A primary reason companies hire fresh grads is that they can be paid lower salaries. Fresh graduates are much like 'blank papers', they do not have any principal view and perspectives about issues at work, they are much more flexible. This means that you're able to teach them from the get-go how to work, and how to approach company issues, industry know-how and much more, including socialization in the workplace.

The question then arises: What do employers expect in terms of security-conscious thinking and security-conscious education? What improvements can we implement in our higher education for this purpose? It should be noted that nowadays every area of life has a safety-related aspect. It is very typical for employers that they give preference to such graduates, students who can prove that at the university they studied Safety and Security Sciences and also have security-conscious thinking.

Our Óbudai University Doctoral School for Safety and Security Sciences in Budapest is one of the best, it is best prepared in this topic, is at the forefront of this.

**The End of Highbrow: Genre Hybridisation in the case of 20<sup>th</sup>-Century Hungarian  
Comic Operas**

**Emese LENGYEL**

**University of Debrecen, Debrecen, Hungary**

**lengyelemese1@gmail.com**

The aim of my study is to investigate the 20<sup>th</sup>-century Hungarian comic operas using the term of middlebrow culture. More clearly my question is whereas the success of the genre is due to its generic origins, given the fact that it proceeds from the Hungarian folk play and operetta, additionally its local and cultural traditions. My research paper aims to investigate how those genres became part of the middlebrow culture and I also give an analysis of the opera titled *Wedding at Carnival* (1924), a play composed by Ede Poldini and written by Ernő Vajda.

In the libretto and in the structure of that particular Hungarian comic opera, we could identify many folk plays' and operettas' patterns and genre traditions. Firstly, I focus on the term of middlebrow and the term of genre hybridisation, and the fading and merging generic border between Hungarian operetta, folk-play and comic opera. Secondly, I present some elements of this play such as the theme, the main characters, the structure and its function. Thirdly, I connect the results with the field of imagology. My hypothesis is that comic operas have met the expectations of the Hungarian middle class and I will also try to prove it by using the above-mentioned features.

## **Geopolitical Approach in Media and Comics Studies**

**Gyula MAKSA**

**University of Pécs, Pécs, Hungary**

**maksa.gyula@pte.hu**

The geopolitical approach tries to make a political use of geographical expertise and vice versa: directs attention to international political and political perspectives in geography. Besides the mediated public sphere, media studies have also been influenced by problems of space and power. There are precedents for an exploration into the complex relationship between media and geography, and media and politics as well.

A comprehensive overview of media geopolitics as an independent discipline, and its vast range of topics is provided by Philippe Boulanger's handbook from 2014. Inspired by this panorama, utilising the terminology proposed by the author, I call attention to potential subjects for interpretation and inquiry from a media geopolitical perspective in relation to the complex set of questions and problems within the comics media. The more specific focus of my paper is the shift in emphasis and transcultural trends in comics cultures and in comics history.

It seems that a geopolitical approach to media is beneficial in connection with the comics medium as well. Even if certain previous generalisations regarding media geopolitics can only be partially applied to the comics medium – like the shift of media historical emphases.

*This work has been supported by the Bolyai Research Fellowship of the Hungarian Academy of Sciences.*

## **Value Choice of the Youth in Higher Education and Beyond**

**István PACSUTA**

**Eszterházy Károly University, Eger, Hungary**

**Pacsuta.istvan@uni-eszterhazy.hu**

Our original goal is to assess the value students have in higher education and to identify the possible structural determinations of value preferences. Our assumption was that the changes in the world of values are closely related to the change of culture, and more specifically to changes of the youth subculture.

Using the database of the Regional University Research Group that was based on a questionnaire study conducted in 2005 and 2010, we determined certain “value groups” of students, identified the main dimensions of students' value choices. Using the data of the 2016 Hungarian Youth Research, we had the opportunity to compare our results and categories with a much larger sample, ie the value structure of the young people in the Carpathian Basin, and to check the validity of the categories we previously set up. In order to keep the original geographical scope, we are aiming at presenting the results of the sub-sample of Northern Hungary and Transylvania in this study.

Our main question is how the value structure of young people in higher education differs from their peers who do not pursue higher education studies. To be able to identify these differences, we use the value groups we previously set up and also the differences that can be detected along these lines.

Our assumption is that the value choices of students in higher education are less individualized, as they are more likely to be turning to community values.

Our results show that students' choice of values are difficult to sort along conflicting value axis used in the past – more precisely the individual - collective axis. It seems that it is important for students to cultivate community relations, to find their own experiences, and to pursue self-realization. On the other hand, their peers who are not in higher education, are more materialistic and their choice of value is more traditional.

## **Health Inequalities in Hungary – Challenges for Health Care System**

**Annamaria UZZOLI**

**Centre for Economic and Regional Studies, Hungarian Academy of Sciences,  
Budapest, Hungary**

**annamaria.uzzoli@gmail.com**

Health inequalities can be defined as differences in health status or in the distribution of health determinants between different population groups. The issue of health inequalities has been in the consciousnesses of policy makers. In Hungary marked differences can be experienced in population health socially as well as spatially.

The paper focuses on the main challenges and facilities of the Hungarian health system regarding health inequalities. Results and facts are based on literature review and content-analysis according to the Hungarian health policy strategies and concepts. On the other hand, expert interviews also were made during the first half of 2019 to discover the role of access to health care in existing health inequalities. The scope of this examination is to interpret the most important determinative factors and relevant reasons of the Hungarian health deterioration with the special focus on the functioning problems and anomalies of the health care system.

Actually, the primary challenge of the Hungarian health care system is that functionally, structurally and financially cannot reduce health inequalities, the overall policy response to the issue remains slow.

*The paper is based on research project no. K119574 which has been implemented with the support provided from the National Research, Development and Innovation Fund of Hungary.*

## **Kann die logistische Regression zur Klassifizierung kritischer Rohstoffe verwendet werden?**

**Beatrix VARGA, Kitti FODOR**

**Department of Business Statistics and Forecasting University of Miskolc**

**stbea@uni-miskolc.hu, f.kitty0408@gmail.com**

Kritische Rohstoffe gehören zu unserem täglichen Leben, trotzdem wir es nicht denken. Zum Beispiel sind sie in Autos zu finden, aber sie werden in vielen anderen Bereichen verwendet. Helium wird zur Herstellung von Raketenreibstoff verwendet oder kann als Kühlmittel in medizinischen Geräten benutzt werden. Zusätzlich wird Helium für Laser oder Leuchtstofflampe benötigt, wenn diese als Füllgas funktionieren. Kritische Rohstoffe spielen bei technologischen Innovationen eine Schlüsselrolle, weil sie notwendige Rohstoffe für vielen Innovationen sind. Kritische Rohstoffe sind Rohstoffe, die wirtschaftlich und strategisch wichtig sind, aber sie haben ein hohes Versorgungsrisiko und deren Substitution sehr schwierig ist. Solche Rohstoffe sind das oben genannte Helium, Borate, weißer Phosphor oder Naturkautschuk. Heutzutage stehen auf der Liste der Europäischen Kommission 27 kritische Rohstoffe.

Für diese Studie haben wir eine Datenbank erstellt, die auf den Studien der Europäischen Kommission basiert. Unser Ziel ist, kritische und unkritische Rohstoffe mit logistischer Regression zu klassifizieren. Für die Analyse haben wir die binomiale logistische Regression gewählt. Unsere abhängige Variable ist, ob der Rohstoff kritisch ist oder nicht. Unsere Ergebnisse zeigen, dass die logistische Regression zur Klassifizierung kritischer Elemente geeignet ist, da die Klassifikationsgenauigkeit über 90% ist. So kann man mit einer Genauigkeit von über 90% vorhersagen, welches Element ein kritisches Element ist und welches nicht. Für die Zukunft ist es sehr nützlich, da kritische Elemente besondere Aufmerksamkeit verdienen. Sie sind wichtige Teile der Innovation und der Technologie. Es gibt Bereiche, in denen ihre Anwendung unersetzlich ist.

*The described work was carried out as part of the „Sustainable Raw Material Management Thematic Network – RING 2017”, EFOP-3.6.2-16-2017-00010 project in the framework of the Széchenyi2020 Program. The realization of this project is supported by the European Union, co-financed by the European Social Fund.*

ISBN 978-3-903317-02-4



9 783903 317024