

INFRASTRUCTURAL INVESTMENTS FOR INTERNATIONAL SPORTS EVENTS NETWORK EXPANSION OF THE MOL BUBI BICYCLE-SHARING SYSTEM FOR THE FINA WORLD AQUATICS CHAMPIONSHIP

Barna Bakó, Zombor Berezvai, Petra Zsuzsanna Cseke and Péter Isztin

The study analyses utilization of the new docks for the MOL Bubi bicycle-sharing system established to cater for the 17th FINA World Aquatics Championship and compare usage of them to that of the existing docks in the network. Two methodological approaches - event study and difference-in-difference methodology - are used to demonstrate how utilization of the new docks differs from that of previous additions to the network. The results suggest that the new docks became an integral part of the network, but with considerably lower usage than for the core network. The difference is still more striking, around 30%, if compared with the new docks to the network's southern stations. However, the low utilization is not specific to the new docks, as it applies to the northern docks in general. The results show that expansion of the system would have been more justified at other points in the network.

NETWORK METHODS FOR MEASURING INTER-INDUSTRIAL SIMILARITY AND THE RELEVANCE OF THEM TO ECONOMIC DEVELOPMENT

László Lőrincz, Károly Miklós Kiss, Zoltán Elekes, Zsolt Csáfordi and Balázs Lengyel

Similarities in applied technology and human resources make it easier for industries to learn from each other and strengthen their spillover effects. So the economic growth of countries and regions depends much on the relatedness structure of their industries, which thereby affects the appearance and development of new industries in regions and countries. Several attempts have been made to measure such relatedness, of which the revealed relatedness and skill-relatedness methods are among the most accepted. The study applies these to examining the relatedness of Hungarian industries. Definition of the concepts is followed by the empirical methodology of the calculations. The authors present the relatedness networks of Hungarian industries using the two methods and then analyze their relations to each other and to traditional sectoral classification. Finally, data from the Central Transdanubian Region is used to illustrate possible applications in regional development policy. Also attached are the calculated relatedness measures for future regional development policy and empirical economic research.

COMPETITIVENESS AND FINANCE OF SUPPLY: THINKING ABOUT THE OPTIMUM

Péter Juhász, János Száz and Sándor Misik

Although earlier papers show a close relationship between competitiveness and financial aspects of Supply Chains (hereafter SC), researchers have begun to investigate the link only recently. This simulation-based approach assesses the effect of the decision making related to financial management on competitiveness. The research model assumes perfect information and cooperation among SC members, as a lack of either would distort the empirical results obtained. The simulation-based study shows how seasonality negatively affects profitability and ability to grow and increases capital need even with perfect foresight. It is also concluded that cooperation among SC members may reduce this additional capital need while enhancing profitability and growth, so leading to higher competitiveness. This cooperation may be attained by regulating payment terms or introducing special fees to be paid by SC members to the dominating company in the SC. So an economic policy aimed at providing cheap capital to firms at a lower level of SC or increasing their added value at the cost of other SC levels may decrease the competitiveness of the SC as a whole.

NETWORK LEARNING IN THE 4.0 ERA OF INDUSTRY

Roland Zs. Szabó, Dóra Horváth and Lilla Hortoványi

The rapidity and extent of the fourth industrial revolution pose new socio-technological challenges to the actors in the economy, which they cannot solve alone or through traditional inter-organizational cooperation and learning. Hungary's economic policy assigns further industrialization a decisive role, so the success of industry 4.0 is key. Based on interviews with 20 major members of the Industry 4.0 National Technology Platform Alliance, and on a questionnaire survey of 109 experts in industry 4.0 in Hungary, it is concluded that the necessary joint evolution and learning of the economic network can be achieved through network learning. So it is necessary to develop the culture, values and operational practices of the network at the same time, both at the level of the whole network and at each node. The leadership of the platform has a decisive role in raising the need for change and building the trust indispensable for cooperation, but the most important factor is the management of network learning.

NETWORKING ACTIVITIES OF SALESPERSONS

Ariel Mitev, András Bauer and Mirkó Gáti

The study focuses on the role of personal selling in networking. Literature is reviewed that analyses the economic role of trust and the networking practice of salespersons, who often create this trust. The analysis takes into account how the active use of the internet changes personal selling significantly, and affects the relationship among network actors. It is also shown in what kind of development stages technology

is present in the process of personal selling, and how it changes that process. In the empirical section, interviews with salespeople are analysed with the help of a grounded theory. This can delineate a model that presents the antecedents, phenomenon, and consequences of networking. Based on the results, networking combined with personal selling requires strict coordination, and although it seems to be less efficient, it can decrease transaction costs in the long run.

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