Cheap loans are too expensive: an examination of interest rates on subsidised housing loans

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Government-sponsored loans related to the Home Purchase Subsidy Scheme for Families (HPS) account for around 15 percent of the volume of new housing loan contracts. Based on aggregated interest rate statistics, overall average interest rates (including the subsidy) on these subsidised housing loans substantially exceed the average interest rate on market-based loans. This interest rate differential had already exceeded 1 percentage point in the first half of 2022, and continued to widen as the cycle of central bank rate hikes started. The main question of this study is whether the difference between interest rates on market-based and subsidised loans can be explained by the different composition of and higher risks associated with HPS loans. In order to identify the partial effect of the subsidised nature of such loans, we control for other variables influencing interest rates in two ways: on the one hand, we estimate an OLS regression of lending rates involving other control variables; on the other hand, we make use of the fact that some borrowers have taken out both market-based and subsidised loans, which acts as a natural control on a significant part of the composition effect, due to the identical circumstances. Our results show that the higher interest rate on HPS loans cannot be explained by the composition effect. In our view, the main reason for the interest rate differential is the lack of competition among banks in the market of subsidised loans, which results from the specific feature of the legal framework, namely that customers pay fixed interest and are thus not interested in ranking lenders' offers.

Universal values – market f(l)avours? The lecturers' perspective on market-oriented organizational culture in the changing world of Hungarian higher education

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Our study focuses on the problem of the success of Hungarian higher education organizations, highlighting an important pillar among the success criteria: a coherent and market-oriented organizational culture that can adapt to changing environmental conditions. The authors first present the content and characteristics of the concept of market orientation by synthesizing the relevant literature, and clarify the role

of market orientation in higher education. Our research question is to what extent organizational culture helps or hinders market-oriented organizational behaviour, and to what extent it supports the organization's success in higher education. Through the example of the Budapest Business School (BGE) and the Faculty of Economics at the University of Pécs, the study shows how Cameron–Quinn's [1999] organizational culture model – with regard to market orientation – appears in the domestic university world. In our opinion, the inherent element of organizational functioning, the quality of organizational culture, fundamentally contributes to how successfully a model-changed university or faculty adapts in the market space designated for it.

The great transformation and its consequences: attracting markets and marketing

József Berács

„The Great Transformation" – written in 1944, the main opus of Karl Polanyi, a journalist, economic historian and anthropologist – offers solutions to most of the problems of our age. He analyzed the operation of the 19th century liberal, self-regulated market, where land, labour and money became commodities, against their real nature. Based on anthropological research conducted by Polanyi I introduce the main characteristics of the coordination mechanisms, such as redistribution, reciprocity and market exchange. The four elements of trade – personnel, transportation, goods, double movement – was analyzed based on primitive and archaic societies, which are still relevant for economic and business disciplines. The development of marketing, including trade as well, historically coincided with the evolution of the liberal market economy. Comparing the views of Polanyi with the schools of thoughts of marketing (e.g. functional and commodity) proved that it is not correct to interpret marketing as an ancillary of liberal capitalism. Polányi is focused on the interests of the people and the whole of society, which is in harmony with the philosophy of marketing since the last century.

The impact of the 2018 World Cup on the value of participating football players

Dániel Claro and Zsolt Havran

The aim of our study is to quantify one particular impact of one of the most popular sporting events in the world, the football World Cup. The football players' right is a unique and valuable resource for professional football. Its value for a player participating in a major tournament can change significantly during the tournament. In our research, we seek to answer the question of how the 2018 FIFA (International Federation of Association Football) World Cup has affected the value of footballers playing for clubs in the top five leagues (England, France, Germany, Italy and Spain), who participated in the tournament. We collected data on 302 players for more than 20 variables in our dataset. Our results show that participation in the World Cup has an impact on players' value mainly through team performance

(positive effect), goals scored (positive effect), minutes played (positive effect) and injuries (negative effect). On the one hand, our article contributes to the literature on the value of professional footballers, and on the other hand, our results have practical implications in terms of providing suggestions to the management of football companies on how to approach the contracts of their national team players whose team has qualified for a major tournament.

Road to the economic paradigm shift in France after World War II

György Kovács and László Bartók

After the financial and economic crisis in 2008, many economists, politicians and decisionmakers started to speak about the necessity of a paradigm shift from the neo-liberal dogma to a more state-centred structure. After more than a decade, the COVID-19 crisis has accelerated this process and states have begun to play a stronger role, not just in the life of ordinary people but also in the economy. However, we should ask the question: when can we speak about a paradigm shift in the economy? In our publication, we will turn our attention to a scarcely ever studied European paradigm shift (?): the one in France in the 1940s. Firstly, we will introduce the theory of the paradigm shift in economic policy as Hall's concept and his critics, then we will examine how these ideas appeared in France in the '40s. We will also complement these theories as we would like to underline the important role of the elite economic education that provides the necessary "reinforcement" for the partisans of a new paradigm.