

MEASURING AND ANALYZING THE COMPETITIVENESS OF URBAN REGIONS IN HUNGARY

László Szerb, Miklós Hornyák, Zsófia Krabatné Fehér and András Rideg

In this paper, we present a new composite indicator of small firm competitiveness, the Institutional Competitiveness and Competence Index (ICCI). The methodology incorporates individual firm competencies as well as institutional and industry factors, making it suitable for the complex measurement of the external-internal operating environment of SMEs, and for the assessment of firms and territorial units. Competitiveness is measured at the urban agglomeration level. Since it is a real, operational economic unit it is also suitable for examining regional differences and spatial disparities. An important and unique feature of the ICCI is the incorporation of agglomeration effects. The institutional variables have been constructed by using 110 indicators. The source of the firm-level data is the Small Business Competitiveness Index (SBCI) containing ten firm-level competencies. The final sample included 1283 SMEs and 20 city-agglomerations. While the institutional variables are strongly and positively correlated with the level of the development of the city agglomeration, this does not hold with respect to the individual factors. This implies that the environmental factors of competitiveness and the aggregated individual competences of the firms do not necessarily move in the same direction. To empirically demonstrate the application of the ICCI, three urban agglomerations (Budapest, Pécs, Nyíregyháza) are analyzed in detail after presenting the aggregate data.

AUTONOMOUS VEHICLE ACCEPTANCE IN THE CONTEXT OF BEHAVIOURAL ECONOMICS: THE ROLE OF NUDGE IN SHAPING SUSTAINABLE URBAN MOBILITY

Bence Zuti and Miklós Lukovics

The spread of autonomous vehicles could reduce the number of vehicles in urban transport to such an extent that it offers a realistic alternative to addressing the growing problems of urban mobility (congestion, noise, air pollution, stress due to commuting, etc.). The acceptance of technology by society is an important prerequisite for this, but positive expectations are accompanied by considerable anxiety and uncertainty, and we are therefore facing a highly complex, multifactorial challenge. The aim of the study is to highlight that the limited awareness and uncertainty regarding autonomous vehicles set a framework that can amplify the role of behavioural

economics. We show how nudges can steer consumers towards the use of autonomous vehicles, facilitating the emergence of sustainable urban mobility.

SECTORAL COMPARATIVE ANALYSIS OF THE HUNGARIAN CATCHING-UP MODEL

Tamás Tibor Csontos

This study aims to evaluate Hungary's catching-up model by analysing the key sectors between 2011 and 2018 in a regional and temporal comparison. The key sectors are defined in terms of their contribution to gross value added. The study also provides a labour productivity analysis to assess the danger of the middle-income trap. The results point out that Hungary's catching-up model is most similar to the high-value service paths of the Czech Republic and Poland, but lags in terms of labour productivity. Hungary's model shows a shift towards administrative services after the 2008 crisis. However, this shift is accompanied by lower labour productivity growth which does not help to avoid the middle-income trap.

WILLINGNESS TO EVADE TAX IN HUNGARY: AN EMPIRICAL ANALYSIS

Lívია Lukovszki, András Rideg, Norbert Sipos and Zsófia Vörös

The National Tax and Customs Administration has undergone a spectacular paradigm change in recent years. There has been a shift from an incentive to comply with the law based primarily on punishment and the presence of inspectors, to a supportive, confidence-building attitude. It is an important question what the impact of these measures is on the propensity to commit tax fraud and whether there are any regional differences, as 42% of businesses are located in Budapest and Central Hungary. In light of the results of the empirical analysis, it can be concluded that the spatial distribution of the propensity to commit tax fraud is not even: the changes applied by the National Tax and Customs Administration to prevent tax fraud have been successful in the rural population and among entrepreneurs, but the propensity to commit tax fraud has still not been significantly reduced in Budapest and Central Hungary. The feeling of being controlled is lower in and around the capital city, and taxpayers' compliance has not been sufficiently encouraged by a significant increase in the trust factor, either.

THE IMPACT OF TECH GIANTS ON FINTECH ECOSYSTEMS

András Bethlendi and Árpád Szócs

The related literature identifies the main players in the Fintech ecosystem as traditional financial institutions, startups, and regulatory authorities. Certain approaches complement this with customers and IT developers. Technology giants, which have become increasingly active in financial services in recent years, are not included in these models. However, their intensive M&A activity further strengthens their position in the industry, alongside organic growth. Our competitive analysis has shown that Big Tech companies have a significant competitive advantage

over banks and Fintech start-ups in certain dimensions of production factors and demand conditions. Big Tech companies first partnered with traditional financial institutions and Fintech startups but are now considered dominant members of Fintech ecosystems. The study also discusses the risks and regulatory challenges associated with this phenomenon.

Magyarországi városrégiók versenyképessége

Magyarországi városrégiók versenyképességének mérése és elemzése – ezzel a címmel jelent meg **Szerb László, Hornyák Miklós, Krabatiné Fehér Zsófia** és **Rideg András** tanulmánya a Közgazdasági Szemle 2023. februári számában. A tanulmány apropóján a Magyar Közgazdasági Társaság (MKT) és a Közgazdasági Szemle közös online szakmai rendezvényt szervez 2023. március 1-jén, szerdán 14 órától a Webexen és az MKT YouTube-csatornáján.

A rendezvényen először a szerzők ismertetik a tanulmány főbb megállapításait, majd kerekasztal-beszélgetés keretében **Póser Zoltán**, a Miniszterelnökség helyreállítási terv végrehajtásáért felelős helyettes államtitkára, az EDC Debrecen Város- és Gazdaságfejlesztési Központ korábbi ügyvezetője és **Szaló Péter** regionális tervező, volt államtitkár, a Nemzeti Fejlesztési Hivatal korábbi elnöke osztja meg gondolatait a hallgatósággal. A beszélgetést **Baráth Etele** EU-ügyekért felelős volt tárca nélküli miniszter, az MKT Fejlesztéspolitikai Szakosztályának elnöke, az országos elnökség tagja vezeti.

A rendezvény megtekintéséhez szükséges információk

YouTube-link: <https://www.youtube.com/@magyarkozgazdasagitarsasag>

Webex-link: <https://magyarkozgazdasagitarsasag.my.webex.com/magyarkozgazdasagitarsasag.my/j.php?MTID=m8aeb72df7f688205b2f08fbac71c778>

Meeting number: 2363 652 9583

Password: Varosregio2023

A Közgazdasági Szemle és a Magyar Közgazdasági Társaság korábbi közös online rendezvényei visszanezhetők az MKT YouTube-csatornáján, a <https://www.youtube.com/@magyarkozgazdasagitarsasag> címen, valamint meghallgathatók az MKT podcastjában, a <https://anchor.fm/mktpodcast/> linken.