

**ECONOMIC, DIPLOMATIC
AND CULTURAL CHALLENGES**

Edited by
Judit Sági
Balázs Ferkelt
Mátyás Bánhegyi
Eszter Csányi
Csaba Jáki
Milada Nagy

Abstract volume

ECONOMIC, DIPLOMATIC AND CULTURAL CHALLENGES

Edited by

**Judit Sági, Balázs Ferkelt, Mátyás Bánhegyi,
Eszter Csányi, Csaba Jáki, Milada Nagy**

ABSTRACT VOLUME

**International conference, Budapest
2nd June 2023**

Aposztróf ▪ Budapest ▪ 2023

Members of the Organising Committee:

Dr. Bánhegyi Mátyás PhD, BBS University of Applied Sciences, Budapest

Dr. Csányi Eszter PhD, BBBS University of Applied Sciences, Budapest

Dr. Ferkelt Balázs PhD, BBS University of Applied Sciences, Budapest

Jáki Csaba, BBS University of Applied Sciences, Budapest

Dr. Nagy Milada PhD, BBS University of Applied Sciences, Budapest

Dr. habil. Sági Judit PhD, BBS University of Applied Sciences, Budapest

Dr. habil. Sáringer János PhD, BBS University of Applied Sciences, Budapest

Location of the conference:

Budapest, online

CONTENT

International Politics	11
Pál Gyene	12
The Russian-Ukrainian war from a Central Asian perspective	
Omuria Josephat Nyandoro	13
Influence of Kenya's Peace and Diplomacy Pillar on Border Control Policy in Kenya	
Máté Litkei – Huub Ruël	14
Liberal vs. Realism-based energy security policy choices and the business diplomacy of the energy businesses	
György Szondi	16
The Visegrád Group's public diplomacy: Developments and Challenges	
Zhala Mammadova	17
The impact of trade wars on diplomatic relations and cultural exchange between countries	
Gyula Hegedüs	18
Population exchange between Hungary and Czechoslovakia after World War II	
László Tóth – Isabella Monteiro Guerra Silva	19
An analysis of how migration affects international security – An Identity Economics approach	
International Economy	21
Endre Domonkos	22
Economic reorganisation and stabilisation in Hungary after World War II: challenges and switch to a centrally planned economy	
Mahammad Kheyirkhabarli	23
Sectoral Aid Allocation and its Impact on the Exports of Developing Economies: An Empirical Study	

László Tóth – Laís Santana	24
Identity economics and the gig economy	
Anita Pelle	25
The platform economy and the EU's market regulation	
Stacey-Lee Marais	26
Investigating the development path of South Africa through convergence theory application	
Mansiya Samambet	28
Privatization of postal companies: potential development or economic failure	
Károly Szabó – László Szabó	29
Measurment of logistics processes at zala county enterprises – from potential optimalization purposes	
International Communication, Marketing and Human Resources	31
Mônica Vieira da Costa	32
Challenges of stereotyping in intercultural communication within the workplace	
Peter Onyonje Osiako – Julius Raether – Viktória Szente	33
Influence of Marketing Communication Channels on Motivations, Consumption Behavior, and Satisfaction of Domestic Tourists	
Barbara Nierschbach – Nayan Kadam – Anastasiia Shcherbachenko – Geneviève Winner Lemarquis – María J. Quero – Ngoc Nguyen – Judit Török	34
Exploring the Gender Diversity in Key Account Management: A Comparative Global Perspective on Gender-Specific Roles and Competencies of Key Account Managers for Customer Success	
Arnold Tóth – Tian Xueying	35
New Human Capital Theory from the Perspective of Time Allocation: Evolution and Prospect	

International Finance	37
Tibor Tatay – Zsanett Orlovits – Zsuzsanna Novák	38
Examining the homogeneity of financial markets in a low inte-rest rate environment - A cluster analysis of the changes of fi-nancial assets in the eurozone	
Chintana Khouangvichit	39
Impact of Financial Literacy, Entrepreneurial Networking on Small and Medium Enterprises (SMEs) Performance, the mediating role of Access to Finance: A Conceptual Framework	
Bunde Aggrey Otieno	40
Financial Globalization, Investment and Economic Growth in Selected Sub-Saharan Africa Economies: Application of Autoregressive Distributed Lag Model	
László Zoltán Kucséber – Róbert Csoma	41
The Dividend Policy Analysis of GAFAM and Big Tech Companies	
Judit Szilágyi	42
China’s financial engagement along the Belt and Road Initiative	
Pedagogy in international context	43
Sándor Eszter – Bereczky Klára	44
Real-life communicative situations in Business English courses: how BE courses can help fresh graduates establish themselves as professionals	
Balázs Fajt	45
Foreign students’ Hungarian as a Foreign Language learning motivation at Budapest Business School	
Réka Asztalos – Alexandra Szénich – Ágnes Pál	46
Small steps towards the autonomous learning of LSP	
Grażyna Duda – Colette Mosset-Keane	47
“Call to Tender” Project – building student’s awareness of sustainability issues	

Internationale Beziehungen	49
Şahin Göksu – Edina Paleviq	50
Die Folgen des Ukraine-Krieges für die Westbalkanstaaten	
André Schulte	51
Der Fachkräftemangel in Deutschland vor dem Hintergrund sinkender qualifizierter Zuwanderung aus Mittel- und Osteuropa	
Balázs Ferkelt	52
Euro-Einführung in Rumänien: Ist 2029 ein realistisches Zieldatum?	
Daniel E. Kudet – Andrea Szöke	53
Verkehrte Welt: Etablierte Warenhäuser schließen, Online-Pure-Player eröffnen Ladengeschäfte – Adding Bricks to Clicks und seine Markteintrittsformen im deutschen Einzelhandel	
Gábor Utassy – Dániel Tischer – András Kétyi	54
Einstellungen von Arbeitnehmern, Managern und Unternehmen im Bereich der beruflichen Fremdsprachenkompetenzentwicklung	
Olga Baloghné Petkevics – Éva Nagyné Csák	
– Alexandra Szénich – Réka Asztalos	56
Internationalisierung von zwei Wirtschaftssprachkursen	
Olga Baloghné Petkevics	57
Von der Idee zum Ergebnis: Belarussische literarische Werke in ungarischer Übersetzung	

PROGRAMME

2nd June 2023

Opening session

Welcome speeches:

*Dr habil Juhász, Tímea PhD, Deputy Dean for Scientific Affairs,
BBS Faculty of International Management and Business*

*Réthy, Gábor, Faculty Head for International Affairs,
BBS Faculty of Finance and Accountancy*

*Bánhegyi, Mátyás, Head of Institute,
BBS Institute of Foreign Languages and Communication*

Plenary lectures:

*Dr habil Sági, Judit PhD, Deputy Dean for Scientific Affairs,
BBS Faculty of Finance and Accountancy,
Co-chair of the Conference*

*Bolyán, Róbert, Director, Head of Social Impact Banking,
UniCredit Bank Hungary*

Moderator:

*Dr Ferkelt, Balázs PhD, Associate Professor,
BBS Faculty of International Management and Business
Co-chair of the Conference*

INTERNATIONAL POLITICS

Track chair: Dr Pál Gyene PhD

THE RUSSIAN-UKRAINIAN WAR FROM A CENTRAL ASIAN PERSPECTIVE

In our subsequent study we intend to examine the political, security and economic impacts of the ongoing russian-ukrainian conflict on the central asian region. Post-soviet Central-Asia often maliciously referred as „Russia’s backyard” is indeed deeply embedded into the russian dominated military bloc and economic integration: three out of the five central-asian republics (namely Kazakhstan, Kyrgyzstan and Tajikistan) are members in CSTO, while two of them (Kazakhstan and Kyrgyzstan) maintain full membership in EAEU. Uzbekistan and the infamously isolationist Turkmenistan managed to keep more comfortable distance from suffocating dominance of the Russian Bear”. However since Russia committed open military aggression and the devastating conflict is taking place even the closest central-asian partners of Russia proved to be very reluctant allies. While in UN Assembly the central-asian states cautiously refrained from openly condemning Russia’s territorial aggression none of them expressed unambiguous support either. Even Kazakhstan and Kyrgyzstan abstained from recognizing the self-proclaimed Donetsk and Luhansk People’s Republics. The economic impact of the crisis on the region is also profound: while central-asian guestworkers remittances from Russia are falling and central-asian migrants are subject of human-right atrocities e.g. forced conscriptions, the brand new influx of russian migrants into Central-Asia drive up real estate prices and generate inflation. A spectacular russian military fiasco would surely catalyze the slow erosion of russian cultural influence in the region while China (as mainly economic player) and Turkey (as political and cultural influence builder) and will likely continue to gain more prominence.

Omuria Josephat Nyandoro

**INFLUENCE OF KENYA'S PEACE AND DIPLOMACY
PILLAR ON BORDER CONTROL POLICY IN KENYA**

Underlying Kenya's peace and security diplomacy is the recognition of peace and stability as necessary pre-conditions for development and prosperity. Linked to this, is Kenya's conviction that its own stability and economic wellbeing are dependent on the stability of the sub-region, Africa and the rest of the world. With international terrorism now elevated into a foremost threat to global security, combating this scourge has become a crucial agenda of Kenya's external relations and a subject of its strategic partnerships. The study adopted qualitative research design. The target population of the study was border control officials in four major entry points in Kenya, which are, Mombasa, Namanga, Busia and Moyale. Purposive sampling was used to get the sample of 20 participants. Data was collected using interview schedules. Data was analyzed using descriptive statistics. The findings of the study include; majority of the participants felt border control has been improved than previously. Improvements such as screening, use of cameras, sniffing dogs and property declaration forms have decreased incidences of terrorism, smuggling of goods and drugs as well as illegal immigration.

Key words; Diplomacy, Border Control, Security, Terrorism
Brief Biography of Author

LIBERAL VS. REALISM-BASED ENERGY SECURITY POLICY CHOICES AND THE BUSINESS DIPLOMACY OF THE ENERGY BUSINESSES

Energy security has been a key priority of the policy agenda of the European Union. The war between Ukraine and Russia make the consequences for the energy supply chain in European countries very visible. The energy sector and in particular energy businesses are subject to energy policy choices of governments. Energy businesses need to adjust and adapt to these energy security policy choices of which some have a clear liberal ‘flavor’ (Western Europe) and some have a realism-based ‘flavor’. The main research question that we will address is: what are the consequences for the future business diplomacy of European energy businesses of liberal and realism-based energy security policy choices of European governments?

In our paper-in-progress we will describe the major energy policy choices by European governments, analyze the difference between a liberalist and a realist oriented energy security policy and we will describe the future consequences and business diplomacy options for European energy businesses in a liberalist and a realist oriented policy.

Structure of the paper

1. Introduction [introduction of the main research question]
2. Literature review [review of the recent scholarly literature on European energy security and on European energy security policy choices by governments and business diplomacy by energy companies] [In this part we will provide a comparison of the costs and outcomes of energy policy measures by the Hungarian government (with a realism-based foreign policy) and the Netherlands government (with a liberalist based foreign policy)]

3. Method and findings [In this part we will outline the differences between a liberal and a realism based energy security policy and outline the consequences for the business of European energy companies]

4. Discussion and conclusions [In this section we will discuss the implications for policy makers, for energy businesses and for research]

**THE VISEGRÁD GROUP'S PUBLIC DIPLOMACY:
DEVELOPMENTS AND CHALLENGES**

The member states of the Visegrád Group (also known as V4) have been cooperating with each other since 1991 at high level political summits, as well as coordinating activities of NGOs, think-tanks, cultural institutions or numerous networks of individuals in the region. During the 2010s the Visegrád Group had several initiatives to increase its international visibility and to address the Group's neutral or sometimes even negative images both in the member states as well as outside the Group. When Russia attacked the Ukraine in 2022, the Hungarian government adopted a special stance and attitude which resulted in the deterioration of relations between Hungary and Poland. V4 member states have disagreed over the sanctions towards Russia which has led to the weakening of the V4 brand.

One of the most important strategies to improve the group's image and reputation has been public diplomacy, conceptualised as the communication of a government to the citizens of another nation with the goal of influencing their image of the sender nation. The aim of the presentation is to explore how public diplomacy has been contextualised and practised by the Visegrad group. Special attention is devoted to the analysis of the emerging public diplomacy policies, strategies and activities of the Visegrad group as well as to the most important challenges V4 public diplomacy faces.

The presentation adopts an interdisciplinary approach to public diplomacy, which was traditionally conceptualized in a country-specific context with the central government in its focus but has recently been extrapolated to sub- and supranational levels too.

Zhala Mammadova

**THE IMPACT OF TRADE WARS ON DIPLOMATIC
RELATIONS AND CULTURAL EXCHANGE
BETWEEN COUNTRIES**

The study focuses on three recent trade wars involving the United States and its trading partners, namely China, Canada, and the European Union. The analysis is based on a comparative study of the economic, diplomatic, and cultural implications of each trade war.

The study finds that trade wars can have significant negative impacts on diplomatic relations and cultural exchange between countries. Economic factors such as tariffs and trade barriers can lead to diplomatic tensions, and in some cases, retaliation by trading partners. Diplomatic tensions can further hinder cultural exchange, as travel restrictions and visa requirements may be imposed, and cultural events and academic exchanges may be cancelled.

The study concludes that trade wars are not only costly economically but also have significant negative impacts on diplomatic relations and cultural exchange between countries. The findings emphasize the need for greater international cooperation and multilateralism to prevent and resolve trade disputes while promoting economic, diplomatic, and cultural cooperation between nations.

Key words: Trade wars, diplomatic connections, tariffs, impacts of cultural exchange

Gyula Hegedüs

POPULATION EXCHANGE BETWEEN HUNGARY AND CZECHOSLOVAKIA AFTER WORLD WAR II

After World War II, the Czechoslovak government used various means to reduce the number of ethnic Hungarians in Czechoslovakia, a process they called “reslovakisation”. In addition to charges of war crimes and other methods of pressure exerted on Hungarians, they began talks with the Hungarian government about a population exchange agreement, which Hungary could not refuse. As a result of the agreement, 60,000 ethnic Slovaks living in Hungary volunteered to move to Czechoslovakia, and in exchange, the Czechoslovak authorities appointed the same number of people who were forced to leave their homeland. As they often chose heads of families, the actual number of the expelled Hungarians exceeded 76,000. After the population exchange, Prague applied to the Great Powers to allow Czechoslovakia to remove a further group of 200,000 ethnic Hungarians from the country. It was one of the few successes of Hungarian diplomacy after the war that the Great Powers rejected the Czechoslovak demands. Using Hungarian and British diplomatic papers, memoirs of diplomats, contemporary newspaper articles and secondary literature, the paper discusses an era which can be regarded as one of the coldest periods of (Czecho-)Slovak–Hungarian relations in the 20th century.

László Tóth – Isabella Monteiro Guerra Silva

**AN ANALYSIS OF HOW MIGRATION AFFECTS
INTERNATIONAL SECURITY
– AN IDENTITY ECONOMICS APPROACH**

This paper examines the relationship between international migration and economic identity. In recent years, the number of people migrating to other countries has increased due to the search for better economic opportunities, security, and quality of life. The process of migration can have a significant impact on an individual's economic identity, which is influenced by various factors such as cultural background, social status, education, profession, and personal experiences. The theoretical approach of Identity Economics allows analysts to utilize the concept of social identity to better understand socially embedded agents' choices. Understanding how economic identity affects migration is crucial to comprehending the transformations that occur within individuals and groups when migrating. The study focuses on exploring the challenges of security risks associated with migration and analyzing how migration influences an individual's sense of identity. By examining the experiences of migrants, this study aims to provide insights into the impact of migration on economic identity and international security.

Key words: Migration, Impact of migration, Security, Sense of Identity.

INTERNATIONAL ECONOMY

Track chair: Dr habil Domonkos Endre PhD

Endre Domonkos

**ECONOMIC REORGANISATION
AND STABILISATION IN HUNGARY AFTER WORLD
WAR II: CHALLENGES AND SWITCH TO
A CENTRALLY PLANNED ECONOMY**

Abstract: World War II had devastating impacts on Hungary's economy. Due to the destruction caused by continuous fightings and military operations, in the summer of 1945 industrial output barely reached 25-30 per cent of the 1938 level. Agriculture was hit severely: 60 per cent of the livestock population was destroyed or carted away. The ravages were amongst the worst suffered by any country in Central and Eastern Europe.

Postwar economic difficulties were further exacerbated that according to the armistice agreement, signed on 20 January 1945, Hungary was obliged to pay war reparations to the Soviet Union, Yugoslavia and Czechoslovakia. Reparation liabilities and contributions to the provisions of the Red Army were meant additional burdens on the national economy. To make matters worse, Hungary was hit by a wave of hyperinflation, the highest ever recorded in the contemporary economic history of the country.

The objective of my presentation is to give an overview about the economic reconstruction of Hungary over the period 1945–1949. Emphasis will be placed on the consequences of Soviet penetration in the national economy, and the outcome of financial stabilisation in 1946. Finally, the process of nationalisation and the Three-Year Plan will be analysed.

Key words: economic history, Hungary, war reparations, inflation and stabilisation, Three-Year Plan

Mahammad Kheyirkhabarli

**SECTORAL AID ALLOCATION AND ITS IMPACT
ON THE EXPORTS OF DEVELOPING ECONOMIES:
AN EMPIRICAL STUDY**

Developing nations possess significant potential to engage in international trade. Nevertheless, they face several obstacles, such as high operating expenses and low productivity levels. In an effort to enhance production, donors provide financial aid to developing countries through aid initiatives. This study aims to investigate the impact of financial assistance to various sectors on international trade in developing countries. Multivariate regression, principal component, and cluster analysis were employed to conduct this research. The study discovered that aid devoted to sectors that are directly involved in the production process has an unexpected negative effect on exports. In contrast, aid to sectors that support the production process indirectly has a positive impact on exports in developing countries.

IDENTITY ECONOMICS AND THE GIG ECONOMY

Our research utilizes the theoretical approach of Identity Economics to analyse the gig economy, which has disrupted traditional concepts of work identity. The gig economy involves short-term contracts or freelance work and has altered the power balance between employers and workers, granting individuals greater autonomy and control. However, the gig economy is building a new workers' society, where it is possible to see how an individual's sense of identity plays a significant role in shaping their economic decisions and outcomes, such as their career choices, savings behaviour, and willingness to take a risk. This paper aims to identify how a new workers' identity can affect economic inequality while also promoting economic mobility.

Key words: Economic Decision; Economic Mobility; Gig Economy; Identity Economics; Risk-taking.

Anita Pelle

THE PLATFORM ECONOMY AND THE EU'S MARKET REGULATION

With the spread of digitalisation in every area of our lives, not only new business models and modes of operation, but also new economic actors have emerged. In the digital(ised) markets, a relevant new phenomenon is the platform. Its main feature is taking up roles that originally the market itself fulfils: the platform connects the two sides of the markets and provides the location for the exchange – hence the name of platform. We can find platforms in many sectors and markets, ranging from operation systems and search engines to e-commerce, accommodation, or travel services. The platform economy is interpretable and describable.

Market regulation in the EU internal market is traditionally implemented through competition regulation. Platforms' behaviour can surely be investigated in this framework. Nevertheless, with the launch of the Digital Single Market Strategy in 2015 and then, under the 2019-2024 Commission priority 'A Europe fit for the digital age', targeted regulation of the digital markets has also developed. The Digital Markets Act (DMA) and the Digital Services Act (DSA) are groundbreaking advancements in the evolution of EU-level market regulation. The philosophy and functioning of these new pieces of legislation is examined – in themselves as well as in light of the EU competition regulation scheme, continuing to be applied for digital markets.

Key words: European Union, internal market, regulation, digital market, platform

**INVESTIGATING THE DEVELOPMENT PATH
OF SOUTH AFRICA THROUGH CONVERGENCE
THEORY APPLICATION**

Economic convergence has attracted considerable interest since the 1980's where researchers attempted to discern whether impoverished countries will continue to be so in the longer term or will they catch up and be the wealthy nations of tomorrow. Due to globalisation, this catching up phenomenon has received much attention in the past two decades and therefore attention is now being redirected to emerging economies. This paper sheds new light in this area from an African perspective as it comparatively analyses 39 countries: South Africa, and the 38 Organisation for Economic Cooperation and Development (OECD) members. Investigates their respective average steady state equilibriums, testing convergence patterns from 1980 to 2019. The requisite method for this investigation is the Solow-Swan model (1956) as its application formed the foundation of several fellow researchers investigating similar topics. Furthermore, the Sala-i-Martin (1996) derivative of β -convergence and α -convergence as a measurement to test convergence of regions and countries was also applied. To the best of this researcher's knowledge, there is little to no empirical studies investigating the phenomena in an African context. Furthermore, the continents of Asia, Australasia, Central Eastern Europe, Europe, North America, and South America are represented in this group of countries. This will allow South Africa's developmental performance to be plotted relative to a representative international benchmark. The analysis revealed that despite the level of technology available in each of the OECD countries, data of the collective average indicates that it is not being exploited to harness its full capability, therefore producing an output

lower than its steady state equilibrium. However, the economic performance of South Africa is considerably lower, where the OECD average GDP per capita is more than double than that of the country. Furthermore, it will take South Africa approximately 67 years to reach the OECD average GDP per capita.

Key words: Convergence, Econometrics, Economic Development, Emerging Economies, Endogenous growth theory, South Africa.

JEL Classifications: C01, C32, C33, E13, F62, F63

Mansiya Samambet

**PRIVATIZATION OF POSTAL COMPANIES:
POTENTIAL DEVELOPMENT
OR ECONOMIC FAILURE**

Each postal privatization model has its own characteristics, but they are all driven by the same goal: to improve postal service efficiency while lowering treasury costs. It makes no difference which option the country chooses. Because of cooperation with the new shareholder, the state retains greater control over the mail after selling a significant package. This article discusses whether privatization in the postal sector is a solution to improve the efficiency of the companies. The case study is based on Deutsche Post and Royal Mail privatization. Two countries are used for the comparative analysis that are Germany and the UK since it is considered that their policy of privatization is the most successful and in order to represent the possible approaches for other designated postal operators.

**MEASUREMENT OF LOGISTICS PROCESSES
AT ZALA COUNTY ENTERPRISES – FROM
POTENTIAL OPTIMALIZATION PURPOSES**

Everyday logistics processes and supply chains are complex systems that can be influenced by many factors (e.g. production technology, infrastructure, daily traffic, weather, ad-hoc variables). In this research we are looking for answers to the extent to which these factors influence the daily material flow of Zala County enterprises. By means of qualitative sampling, we mainly want to determine which of the above mentioned variables have a major impact on logistics flows, so that their investigation can be a priority task in the long term. In addition, we further aimed to investigate the extent to which the above-mentioned factors have a significant influence on the supply chain. In this context, an important question is also what is the perception of these factors by local businesses? Do they have a direct impact on the bottom line? The current research is a precursor to our longer-term research efforts, in which we will model the processes within the firm, which will later be solved by simulation.

Key words: Logistics, Zala County, Strategy, Planning, Simulation

**INTERNATIONAL COMMUNICATION,
MARKETING
AND HUMAN RESOURCES**

Track chair: Dr. Miklós Fellegi PhD

Mônica Vieira da Costa

**CHALLENGES OF STEREOTYPING
IN INTERCULTURAL COMMUNICATION
WITHIN THE WORKPLACE**

Abstract Communication is a critical element for survival within a workplace. Communication is much more than words or being able to verbally talk with someone in the same language, it involves meanings of words, body language, and a form of how to communicate and behave, wherefore cultural differences influence management behaviour. In a globalized world where companies have employees on an increasing scale from different cultures and backgrounds, intercultural communication is in focus in the face of this scenario. A stereotype is a concept or image attributed to people or social groups, often without any factual basis and yet influence how people are perceived, treated, and evaluated. As unconscious patterns already exist, there is a direct connection between stereotypes and how communication will occur. Understanding how stereotypes are formed, identifying their patterns, and recognizing their potential positive or negative impacts on intercultural communication is the main purpose.

INFLUENCE OF MARKETING COMMUNICATION CHANNELS ON MOTIVATIONS, CONSUMPTION BEHAVIOR, AND SATISFACTION OF DOMESTIC TOURISTS

An understanding of how marketing communication channels affect the motivation, consumption behavior and satisfaction of domestic tourists, is crucial in promoting this form of tourism. This study sought to investigate the influence of marketing communication channels on motivations, consumption behavior, and satisfaction of domestic tourists visiting Machakos Peoples Park, in Kenya. To achieve this, a survey was conducted on a sample of 258 domestic tourists visiting Machakos Peoples Park. Quantitative data was collected through a structured questionnaire and analyzed by descriptive and inferential statistics using the SPSS software. Explorative factor analysis was performed to distinguish the push and pull motivation factors, and descriptive measures were determined. Thereafter, cross-tabulation and chi-square determination were performed to test the associations between marketing communication channels and the other variables in the study. An alpha level of .05 was used for these statistical tests. The findings revealed that marketing communication channels had a significant influence only on the consumption behavior of domestic tourists but not on their motivations and satisfaction. These findings are instrumental for marketing communication and management of Machakos Peoples Park, and similar domestic tourist destinations.

Key words: domestic tourism, marketing communication channels, motivation, satisfaction, tourist consumption behavior

Barbara Nierschbach – Nayan Kadam – Anastasiia Shcherbachenko – Geneviève Winninger Lemarquis – María J. Quero – Ngoc Nguyen – Judit Török

EXPLORING THE GENDER DIVERSITY IN KEY ACCOUNT MANAGEMENT: A COMPARATIVE GLOBAL PERSPECTIVE ON GENDER-SPECIFIC ROLES AND COMPETENCIES OF KEY ACCOUNT MANAGERS FOR CUSTOMER SUCCESS

Key Account Management (KAM) is defined a strategic concept to manage the most important and valuable customers of a of a company, and mostly exists of a KA Manager and a KA team serving a Key Account (KA) by coordinating the relationships between two complicated networks. The KA Manager's role is frequently described as a "boundary spanning" one, requiring a comprehensive understanding of both their own organizational as well as the KA-organization. In this regard, the skills and competencies of KA Managers are seen as valuable KAM resources. International studies highlight the significance of female KA Managers and the potential benefits they may bring to an organization. However, the majority of KAM positions are held by men, despite the fact that gender diversity is an essential part of any organization, and it has been demonstrated that women possess a number of key characteristics that are advantageous to KAM. Therefore, our international research aims to investigate the underrepresentation of women in KAM in 7 different countries by examining factors at the organizational, team, and individual levels, and to identify barriers to the development of potential female managers in this domain considering gender heterogenous KA teams to be most efficient.

Key words: Key Account Management, Gender-Specific Roles and Competencies, Case Study, Global Perspective

Arnold Tóth – Tian Xueying

**NEW HUMAN CAPITAL THEORY FROM
THE PERSPECTIVE OF TIME ALLOCATION:
EVOLUTION AND PROSPECT**

Within the discipline of labour economics, the concept of human capital has emerged as a central focus of attention among academics from a variety of countries. On the other hand, the conventional idea of human capital, which is comprised of the three components of education, training, and health, is coming under greater scrutiny and being called into doubt. We focus on the process by which the allocation of leisure time impacts the accumulation of human capital through cognitive and non-cognitive talents, based on a study of the classic theory of human capital as well as the new theory of human capital. In this paper, we present an overview of the mechanisms through which the allocation of leisure time affects the accumulation of human capital by means of cognitive and non-cognitive competencies. In addition, we look at the future directions of research, with the intention of contributing to further research on human capital theory and the theory of the leisure economy.

Key words: Human Capital; Cognitive Ability; Non-cognitive Ability; Leisure Time Allocation

INTERNATIONAL FINANCE

Track chair: Dr habil Judit Sági PhD

**EXAMINING THE HOMOGENEITY
OF FINANCIAL MARKETS IN A LOW INTEREST
RATE ENVIRONMENT - A CLUSTER ANALYSIS
OF THE CHANGES OF FINANCIAL ASSETS
IN THE EUROZONE**

In the present paper, we investigate the financial homogeneity of the euro area economies by contrasting eurozone countries' response to monetary policy steps to the theoretical assumptions of the liquidity trap phenomenon. Our assumption is that the euro area economies are not completely homogeneous. Hence, in a zero-interest rate environment, the asset holding decisions of economic agents exhibit detectable differences across countries. We verify our assumptions using Eurostat data. We use the financial asset stocks of the euro area countries to cluster the countries concerned. Previous literature has not examined changes in the ratio of financial assets to GDP, nor differences in structural changes in the total stock of financial assets under the zero lower bound. The paper uses k-centers cluster analysis based on Euclidean distance for detecting changes in the portfolio holdings of eurozone economic actors owing to economic crises and monetary policy responses. The results confirm that euro area financial markets are fragmented. There are significant differences in the financial assets structure across countries in and after crisis periods. The analysis shows that despite some similarities in the portfolio rearrangement across countries, the ECB's monetary policy does not have a uniform impact on euro area financial markets, notable differences prevail in the financial asset structure in the economies concerned.

**IMPACT OF FINANCIAL LITERACY,
ENTREPRENEURIAL NETWORKING ON SMALL
AND MEDIUM ENTERPRISES (SMES)
PERFORMANCE, THE MEDIATING ROLE
OF ACCESS TO FINANCE: A CONCEPTUAL
FRAMEWORK**

Small and Medium Enterprises (SMEs) are recognized as essential to driving economic growth and generating employment. SMEs' sustainability can be achieved if it has good performance. Access to finance is considered to be a key factor in SME's performance, due to it provides sufficient funding for SMEs, leading to stronger company dynamics and encouraging innovation. Financial literacy is crucial for SME owners and managers to manage financial resources effectively, improve competitiveness, and increase profitability. Moreover, networking capabilities are essential for SMEs to thrive in a competitive business environment, allowing them to access new opportunities, knowledge, experiences, and pooled resources. This paper proposes a conceptual framework to investigate the relationship between SME owners' financial literacy, networking capabilities, access to finance, and SME performance. The study employs Partial Least Structure Equation Model (PLS-SEM) approaches to measure the relationships among these variables.

Key words: Small and Medium Enterprise, Financial literacy, SMEs performance, Access to finance, Entrepreneurial networking

**FINANCIAL GLOBALIZATION, INVESTMENT
AND ECONOMIC GROWTH IN SELECTED
SUB-SAHARAN AFRICA ECONOMIES:
APPLICATION OF AUTOREGRESSIVE
DISTRIBUTED LAG MODEL**

According to UNCTAD, Africa attracted \$83 billion in FDI in 2021, more than double the amount accrued in 2020. The share of global outward FDI that flows to developed economies increased from 52.3% in 2020 to 74.3% in 2021, while the share of FDI that flows to developing economies declined from 47.7% to 25.7%. The study applies ARDL using world development indicator data for the period 1971 – 2021 to explore the relationship between FDI, external public debt, gross fixed capital formation, human capital formation, gross savings, and economic growth in Nigeria, Botswana, Kenya, and South Africa. Results indicate that FDI increases economic growth in Nigeria and Botswana, but negatively impacts growth in Kenya and South Africa due to its crowding out of private investment, reducing the economy's capital stock. Moreover, economic growth positively correlates with human capital development in all countries except Botswana. The gross fixed capital formation in Botswana and Nigeria has a positive effect on economic growth, whereas, in Kenya and South Africa, it has a negative effect. Capital accumulation has a positive impact on economic growth in Kenya, South Africa, and Botswana, but a negative impact on economic growth in Nigeria. Policymakers should prioritize Foreign Direct Investment, human capital development, and capital accumulation to boost economic growth.

**THE DIVIDEND POLICY ANALYSIS OF GAFAM
AND BIG TECH COMPANIES**

The literature on dividend policy distinguishes three schools of thought. The right-wing school emphasizes the positive impact of dividends on stock prices or market value. Conversely, according to the other approach, stock prices negatively correlate with the level of dividends. The third, so-called “middle-of-the-road” trend argues that corporate dividend policy is irrelevant from an evaluation standpoint. The issue of sustainability and the role of corporations and individual states and municipalities have received particular attention in recent years. The issue of sustainability has also gained ground among university students in the past period, which is a positive development, as the leaders of the future will emerge from among them. In our presentation, we examine how sustainability considerations have changed the dividend payment characteristics of corporations (GAFAM and Big Tech companies in the US).

**CHINA'S FINANCIAL ENGAGEMENT
ALONG THE BELT AND ROAD INITIATIVE**

The first decade of the Belt and Road Initiative has brought about a massively growing global reach for China via spectacular infrastructural investments and directed global attention to the viability of China's objectives and the nature of the economic and financial tools to reach its long term goals. Credit contracts have been criticized for their „opaque” nature, as Chinese lenders have increasingly concluded deals with state-owned companies or other hybrid public-private entities. This typically prevents them from showing up as official sovereign debt guaranteed by the state, making it unclear what will happen in the case of a potential default. Besides the financial risks, the question arises what happens to the valuable physical infrastructure such as ports, railways, oil pipelines and power plants. Contracts may also contain clauses that restrict potential restructuring with the group of twenty-two major creditor nations known as the “Paris Club.” A deeper assessment of global financial engagements also shows that the uneven allocation of risks between states, companies and lenders in these types of public-private infrastructure projects is by far not a BRI specific but a general systemic issue as a result of the power structures imprinted in the need for foreign direct investment and infrastructure financing in emerging economies and their relationship with a more influential borrower of any kind of foreign capital.

**PEDAGOGY
IN INTERNATIONAL CONTEXT**

Track chair: Dr Mátyás Bánhegyi PhD

**REAL-LIFE COMMUNICATIVE SITUATIONS
IN BUSINESS ENGLISH COURSES:
HOW BE COURSES CAN HELP FRESH GRADUATES
ESTABLISH THEMSELVES AS PROFESSIONALS**

The primary aim of business schools is to prepare their students to function as professionals in multicultural and multilingual environments, where, in most cases, the language of work is English. In order to be able to establish themselves as professionals in their workplace, young professionals have to learn not only the particulars of the specific job they are hired for, but also the ways of doing and communicating in the specific Community of Practice (CofP) (Lave and Wenger, 1991). Therefore, they need a solid knowledge of the English language as well as skills that aid collaboration, such as problem solving, handling conflicts, giving and receiving criticism, and expressing professional opinion. This paper discusses the findings of a qualitative interview study which aimed to investigate the ways in which Business English (BE) courses help students grow as professionals, and the skills they needed to develop on the job. The respondents felt that BE courses developed autonomous learning skills, vocabulary and the skill to think in English, on the other hand, they felt they did not have enough practice in tasks which resemble real-life communicative situations, such as participating in email threads, and expressing and defending professional opinion, as well as tasks which raise pragmatic awareness, and develop linguistic flexibility to enable them to adjust their language use to different speakers and communicative contexts.

Key words: young professionals, real-life communicative situations, pragmatic awareness, expressing and defending professional opinion, linguistic flexibility

Balázs Fajt

FOREIGN STUDENTS' HUNGARIAN AS A FOREIGN LANGUAGE LEARNING MOTIVATION AT BUDAPEST BUSINESS SCHOOL

Learning an L2 is an ever-lasting process, the success of which depends highly upon a number of factors, and one of such factors determining success is L2 learning. In light of this, it is apparent that the more motivated a language learner is, the more likely it is that they can become competent speakers over time. In this paper, the L2 learning motivation of Hungarian as a Foreign Language (HFL) learners studying at Budapest Business School (BBS) is investigated using the qualitative research paradigm. In this research, interviews with students who studied Hungarian as a Foreign Language at BBS were conducted and analyzed using the constant comparative method. The results show that the students have different motivations, but one of the most important factors predicting HFL motivation is the learner's immediate language learning environment (i.e., the HFL classroom).

Key words: Hungarian as a Foreign Language, L2 learning motivation, individual learner differences, interview study, L2 learning

SMALL STEPS TOWARDS THE AUTONOMOUS LEARNING OF LSP

The Erasmus+ KA2 project titled *Coaching-oriented Online Resources for the Autonomous Learning of LSP* (CORALL), which was implemented by the Department of Languages for Business Communication at BBS from 2019 to 2022, has received excellent reviews by the Hungarian National Agency. The project involved six countries (Hungary, Slovakia, Czechia, Germany, Portugal and Finland) and aimed at the collaborative creation and piloting of tools and modules to support the development of the autonomous learning of LSP. In the presentation, we would like to show how the different tools and modules created by different teams can be combined and adapted to be implemented in a 13-week LSP course for different languages, language levels and purposes, taking into account students' previous experience and skills in autonomous learning.

Key words: autonomous language learning, LSP teaching methodology, international project, LSP materials design

Grażyna Duda – Colette Mosset-Keane

**“CALL TO TENDER” PROJECT
– BUILDING STUDENT’S AWARENESS
OF SUSTAINABILITY ISSUES**

The aim of our project was to help students to engage with sustainability issues and initiatives in the community and to facilitate greater understanding of their perception and awareness of sustainability issues. Students were assigned to attend a 30-minute city council meeting and decide about the installation of a controversial amenity which will involve major disruption in a small rural area. In addition they had to complete ready-made scenarios of the meeting and appoint roles of its participants. Moreover, the students were wrestling with appropriate data for themselves, making use of their content knowledge or seeking help from their content teachers and other sources, therefore examining environmental issues with greater insight. The project was carried out by the students of SUT and ICAM University in Nantes in France, which gave the participating students the opportunity to learn about environmental protection situation in both countries and possibilities of cooperation in this field.

INTERNATIONALE BEZIEHUNGEN (deutschsprachige Sektion)

Vorsitzender: Dr Balázs Ferkelt PhD

**DIE FOLGEN DES UKRAINE-KRIEGES
FÜR DIE WESTBALKANSTAATEN**

Die vorliegende Studie untersucht die politischen Auswirkungen des Ukrainekrieges auf die Länder des Westbalkans. Die Analyse basiert auf der Annahme, dass die meisten Kleinstaaten im Westbalkan seit dem Krieg ein noch stärkeres Bestreben haben, in die EU und NATO aufgenommen zu werden. Die qualitative Analyse berücksichtigt eine breite Palette an nationalen und internationalen Themenbereichen aus verschiedenen Quellen und Medien, um das aktuelle politische Geschehen umfassend zu erfassen und zu bewerten. Die Beziehungen der WB-Staaten seit Ausbruch des Krieges in der Ukraine und die Bemühungen der EU, diese Staaten in die westliche Ordnung zu integrieren, werden dabei besonders beobachtet. Es wird festgestellt, dass Russland versucht, sich als Alternative zum Westen darzustellen und die Reformen zu beeinträchtigen, die eine Voraussetzung für die weitere Integration der Region in die euro-atlantischen Wirtschafts-, Politik- und Sicherheitsstrukturen sind. Das Interesse der EU ist die Eingliederung des Westbalkans in die westliche Ordnung, indem ethno-territoriale und ethnonationale Spaltungen entlang europäischer Werte angegangen werden.

**DER FACHKRÄFTEMANGEL IN DEUTSCHLAND
VOR DEM HINTERGRUND SINKENDER
QUALIFIZIERTER ZUWANDERUNG
AUS MITTEL- UND OSTEUROPA**

Wie die nachlassende EU-Binnenmigration aus Mittel- und Osteuropa den Fachkräftemangel in Deutschland verstärkt: Die Versorgung wesentlicher Branchen in Deutschland, wie z. B. die Gesundheitsversorgung oder auch weite Teile des Handwerk, leidet seit Langem unter einem Fachkräftemangel. In den vergangenen 10 Jahren haben jedoch die Lohnunterschiede, die Berufsperspektiven und die Daseinsfürsorge bewirkt, dass viele Menschen aus Mittel- und Osteuropa nach Deutschland migriert sind und Lücken auf dem Arbeitsmarkt im Bereich der qualifizierten und geringqualifizierten Tätigkeiten geschlossen haben.

Deutschland versucht, den nun sinkenden Migrationsbewegungen qualifizierter Fachkräfte durch verschiedene Maßnahmen wie dem Fachkräfteeinwanderungsgesetz (FEG) und der Westbalkanregelung, gegenzusteuern; der Erfolg ist jedoch mäßig und der Fachkräftemangel verschärft sich.

**EURO-EINFÜHRUNG IN RUMÄNIEN:
IST 2029 EIN REALISTISCHES ZIELDATUM?**

Die Einführung des Euro, das Bestreben nach der Erfüllung der Konvergenzkriterien sind Teile des Acquis communautaire, der Errungenschaften der EU und ist für alle gegenwärtigen EU-Mitgliedsländer – ausgenommen Dänemark – obligatorisch. Ein Zieldatum wurde in den Beitrittsverträgen der MOEL nicht festgesetzt und von den EU-Institutionen nicht gedrängt. Acht Länder, die zur EU im Jahre 2004 oder danach beigetreten sind, haben die gemeinsame Währung schon eingeführt, Bulgarien plant einen Eurozone-Beitritt in den nächsten Jahren. Im Jahre 2023 wurde der Beitritt Rumäniens in den Vordergrund gestellt, und das Zieldatum 2029 sowohl von der Notenbank als auch von der Regierung erwähnt. Das Ziel der Studie ist es, anhand der Analyse der nominalen und realen Konvergenz und der Rolle des Euro sowie aufgrund der Wirtschaftsprognosen die Eurozone-Beitritt-Perspektive von Rumänien zu bewerten.

**VERKEHRTE WELT: ETABLIERTE WARENHÄUSER
SCHLIESSEN, ONLINE-PURE-PLAYER ERÖFFNEN
LADENGESCHÄFTE – ADDING BRICKS TO CLICKS
UND SEINE MARKTEINTRITTSFORMEN
IM DEUTSCHEN EINZELHANDEL**

Im deutschen Einzelhandel lässt sich ein Wandel dahingehend beobachten, dass ehemals erfolgreiche Warenhäuser ihre Filialen an prominenten Standorten schließen, während Mehrkanalhändler mit Ursprung im Online-Handel ihre Position im stationären Einzelhandel ausbauen. Forschungsziel dieser Fallstudie ist daher die Untersuchung, welche Internet-Pure-Player (IPP) in Deutschland die Expansionsstrategie Adding Bricks to Clicks (ABtC) verfolgen und welche Form des Markteintritts sie wählen. Dazu wurden im Rahmen einer Sekundärdatenanalyse vorhandene Studien und Datenquellen trianguliert, zusammengeführt und ausgewertet. Aus dem Datensatz von 244 Fällen erfüllten insgesamt nur 16 Fälle die Untersuchungskriterien für die Forschungsfrage. Dabei zeigte sich eine deutliche Präferenz für die Filialisierung. Jeweils nur in einem Fall wurde der Markteintritt über Kooperationen und M&A realisiert. Als Leitmotiv des ABtC kann u. a. festgestellt werden, dass IPP damit umgehen, dass Hersteller bzw. Lieferanten vor dem Hintergrund des Selektivvertriebs ihre Online-Shops nicht beliefern. Als Best Practice im Rahmen des ABtC kann für die Handelspraxis die eigenständige Filialisierung identifiziert werden.

**EINSTELLUNGEN VON ARBEITNEHMERN,
MANAGERN UND UNTERNEHMEN IM BEREICH
DER BERUFLICHEN
FREMDSPRACHENKOMPETENZENTWICKLUNG**

In unseren aktuellen Forschungen untersuchten wir die konkreten Formen von Firmenschulungen, die auf die Weiterentwicklung der beruflichen Fremdsprachenkompetenz abzielen, und die Auswirkungen von Sprachschulungen auf die Mitarbeiter. Unsere erste Forschung haben wir mit quantitativen (n=36) und qualitativen Messinstrumenten (n=7) durchgeführt, um ein vergleichendes Bild von Unternehmen im multinationalen und im KMU-Sektor zu erhalten, das durch die Erfahrungen von Trainern für Geschäftssprachen bereichert wurde. Unsere Ergebnisse zeigen, dass die Unternehmen hohe Erwartungen an das Sprachniveau der Bewerber haben, das Sprachniveau jedoch keine wesentliche Rolle bei der Beförderung spielt. Englisch ist vorherrschend, aber andere Sprachen wie Deutsch und Spanisch sind in einigen Märkten und bestimmten Sektoren ebenfalls wichtig. Der Einzelkurs ist die beliebteste Art, eine Sprache in den Unternehmen zu erlernen, aber Sprachkurse motivieren die Mitarbeiter nicht überzeugend im Unternehmen zu bleiben. Wir haben festgestellt, dass frühere Lernerfahrungen keinen Einfluss auf die Einstellung zum Sprachenlernen haben. Unsere zweite Forschung, die wir auch mit quantitativen (n=102) und qualitativen Messinstrumenten (n=2) durchgeführt haben, bestätigte, dass die Arbeitgeber hohe Fremdsprachenkenntnisse von den Arbeitnehmern erwarten und dass die Sprachkenntnisse keine Rolle bei der Beförderung spielen. Es wurde festgestellt, dass die meisten Firmen keine Möglichkeit bieten, die Sprachkenntnisse zu entwickeln, obwohl die Mitarbeiter es gerne nutzen würden, besonders die Privatstunden

wären für sie attraktiv. Aufgrund der Ergebnisse werden wir die möglichen Auswirkungen auf die Sprachunterrichtspraxis unserer Universität diskutieren, indem wir gezielt mit konkreten Vorschlägen darauf eingehen, was geändert oder umgesetzt werden sollte, damit unsere Student:innen sich so effektiv wie möglich auf ihre zukünftige berufliche Laufbahn vorbereiten können.

Olga Baloghné Petkevics – Éva Nagyné Csák
– Alexandra Szénich – Réka Asztalos

INTERNATIONALISIERUNG VON ZWEI WIRTSCHAFTSSPRACHKURSEN

Im Rahmen des Vortrags werden zwei Telekollaborationsprojekte dargestellt, die im Herbst 2022 mit dem Ziel der Internationalisierung der Kurse und der Förderung der Lernerautonomie durchgeführt wurden. Im ersten Teil wird auf die Bedeutung der Selbstverantwortung der Sprachlernenden, sowie die Veränderung der Sprachlehrerrolle eingegangen, der zweite Teil beschreibt den Ablauf eines telekollaborativen internationalen Projektes im Deutsch- und Russischunterricht, an dem Wirtschaftsuniversität Wien, Univerzita Pardubice und Budapesti Gazdasági Egyetem teilgenommen haben. Beide Projekte richten sich sowohl an Fachfremdsprachenlehrer/innen als auch an Fremdsprachenlernende und zeigen, wie Bereitschaft der Studenten zur Verantwortungsübernahme und Bewusstseinsentwicklung die Arbeitseffizienz in den Stunden steigern und das Lernen außerhalb der Kurse unterstützen kann. Aus den Erfahrungen der Teilnehmer an den virtuell durchgeführten Stunden geht hervor, dass die digitale Internationalisierung der Sprachkurse auch interkulturelle Kompetenz entwickelt.

Olga Balogné Petkevic

**VON DER IDEE ZUM ERGEBNIS: BELARUSSISCHE
LITERARISCHE WERKE IN UNGARISCHER ÜBER-
SETZUNG**

Der Vortrag gibt einen Überblick über die Tätigkeit des belarussisch-ungarischen Jugend-Sommerlagers an der Volkshochschule von Lakitelek. Die Stiftung für Forschung und Bildung in Ost- und Mitteleuropa unterstützt das Lernen der seltenen Sprachen, wobei Landeskunde auch ein wichtiger Bestandteil des Unterrichts ist. Im Rahmen des ursprünglich als Landeskundecamp gestarteten Programms haben die ungarischen Jugendlichen die Möglichkeit bekommen, unter anderen wenig bekannten Sprachen auch Belarussisch zu lernen und an Seminaren zu Geschichte und Kultur von Belarus teilzunehmen. Langfristig hat man sich aber das Zustandekommen eines Übersetzercamps zum Ziel gesetzt. Die Idee hat sich als erfolgreich erwiesen: Nach einer mehrjährigen Arbeit sind im ungarischen Literatur- und Kunstmagazin *Napút*, das sich in einer seiner Nummern dem Thema „Das belarussische Europa“ widmet, Übersetzungen aus dem Belarussischen ins Ungarische von 7 Teilnehmern an den Bildungsprogrammen der Volkshochschule von Lakitelek erschienen.

ISBN 978-963-625-023-2

Published by © Aposztróf Kiadó, Budapest, Hungary, 2023
Nagy és Heteyi Kft.
www.aposztrof.hu