
Szeged is Committed to Developing Electric Public Transport: development of the Tramway and Trolleybus Transport Systems in Szeged in 2008-2011 – EU Project

Tamás BESZE – Sándor TAPASZTÓ

One of the main strategic goals of Szeged town is to establish an attractive, up-to-date public transport supply to make everyday travel faster and comfortable, and to fight against increasing car traffic. Therefore the Municipality decided in 2005 to implement a project aiming to develop the electric public transport. The project is supported by the European Union, and co-financed by the Cohesion Fund. The EU's transport policy encourages environment-friendly public transport for sustainable mobility.

The project includes the overall development of the complete PT system: all the three present tram lines of Szeged will be modernized and a new fourth line will be built. The route of trolley line No. 8 will be lengthened and a new trolley line will be established. The key junctions on PT routes will be reconstructed and renewed technically. The tram depot, the trolley depot and the network energy supply will be rehabilitated. The fleet will be expanded by nine new trams and ten new trolleys. The cycling network will be built further within Szeged, and special B+R facilities will be established to support public transport. Passenger information and traffic control systems will also be improved.

Keywords: sustainable mobility, environment-friendly transport, low emission zone

Electronic information data services about the European Union

Rita BOGNÁR

The integration process of Hungary has not been finished yet after joining the European Union on the 1st May 2004. Similarly to the other new member states Hungary assumed that after accomplishing the prescribed criteria of the EU, it will join also the Economic and Monetary Union as the next step of the integration. The convergence is a multi-layered process taking several years and including that the formation, institutions and everyday operations of the EU become extensively known in

the society as well as pieces of information about the events concerning the European Union are provided continuously.

In the European Parliament a political declaration was signed on 22th October 2008, which aimed to stimulate the cooperation between the union institutions and the member states on the communication about Europe. The aim of this paper is to present a complex approach, on the basis of this political declaration and the European strategy, about opportunities of the Hungarian citizens to get information from the community on the Internet, and how they can communicate with EU. Despite the large number of high-standard informational and communicational websites, it can be stated that the communication between the Union and the citizens – and particularly the information services in the new member states – could be improved further.

Keywords: European Union, communication, electronic information, internet

Financial Services In The View Of Climate Change: Possible Risk Management Tools

Vivien CSAPI – János FOJTIK

Climate change is the greatest and widest-ranging market failure ever seen, a significant emerging global risk. Although the potential impacts can't be foreseen, we know that much by now, that we can state: Climate change risk is a sometimes hardly recognizable, industry- and geography-wide various, unpredictable phenomena. Early action is needed to provide greater certainty for business, long-term investment and technological change. The financial services industry has a two-fold responsibility in this. On the one hand, it needs to prepare itself for the negative effects that climate change may have on its business and on its customers. On the other hand, it can significantly help mitigate the economic risks and enter the low-carbon economy by providing appropriate products and services. In our paper we present an overview of the specific threats and opportunities facing the financial services industry, focusing on the successful examples for the early actions on the issue and proving how carbon became a driver of financial value.

Keywords: climate change, financial services, insurance, risk management

The affect of the service guarantee on the perceived reliability

Ida ERCSEY

The service guarantees play an important role in service quality and attracting consumers. The topic of my study is the connection of the consumer's evaluation and the service guarantee in case of service failure. The aim of my hypotheses is to examine the relationship between the perceived service quality and the reliability beside the complaint situation and the affective psychological affect based on different stage of the service warranties. The hypothesized connections among research factors were empirically testing using a sample of 341 postal users.

The results of this research indicate that consumers' quality experience in accordance with postal services has an impact on the perceived reliability. At examination of confidence in Post, it was bigger at higher service warranty. However, in case of the services with specific guarantee, the clients have fewer negative experiences and the complaint situation does not influence significantly the confidence in Post. We can get useful results in case of little price relatively services determining the relations among the different type of service guarantees, heterogeneity of service, the perceived reliability and the trust.

Keywords: service guarantee, reliability, complaint situation, affective psychological affect

Knowledge-Based Services of Nonprofit Organizations

Ferenc FARKAS – Katalin DOBRAI

A broadly studied topic of today's management issues is related to the knowledge-intensive services. The task of these organizations is to fulfill knowledge-based assignments for other organizations. Similar tendencies can be observed in the nonprofit sector, as well.

The aim of this paper is to study the knowledge management features of nonprofit organizations from different perspectives. After a short description of knowledge-intensive services, the paper focuses on the most important elements of the knowledge processes of nonprofit organizations, based mostly on international literature.

Keywords: knowledge management, knowledge-based services, nonprofit organizations, knowledge transfer, knowledge sharing

Some aspects of the interactive television marketing

Edit GYARMATINÉ BÁNYAI – Attila KAJOS

This article investigates the knowledge of marketing professionals toward the marketing and advertising possibilities of the Interactive Television (ITV). It explores the

technological and marketing changes brought by this new media, and review the possibilities to use ITV for marketing purposes. At the end of the article we look through some interesting research possibilities, and pick one as a potential PhD thesis.

Within this exploration of the marketing aspects of the interactive television we look through not just the opportunities given by this new media but we also analyze its threats through examples, in order to show a path for other marketing researchers interested in this field.

Keywords: Interactive Television, marketing, digital television, customized dvertising,

Travel 2.0: an overview of subsystems enabling new forms of collaboration

Edit GYARMATINÉ BÁNYAI – Zsolt Dániel RÉNYI

In our article, we look to point out the peculiarities of collaboration in the travel industry with dedicated attention to social media sites. The Web, especially its so-called „web 2.0” sites fundamentally alter the role of participants in the tourism value chain and prepare ground for new opportunities and power relations. We explore the phenomenon of collaboration and web 2.0 in the context of tourism and it’s equivalent in the field – travel 2.0. We see the essence of web 2.0 and travel 2.0 in accordance with O’Reilly (2006) – as opposed to the earlier, retrospectively coined 1.0 phase – in information and accessibility ceasing to be of primary value, and networking and knowledge transfer becoming chief factors. The article illustrates the four-component system, that enables collaboration in social networks.

Keywords: collaboration, cooperation, tourism, travel, web 2.0, travel 2.0, marketing

Hungarian Experiences of Service Leadership. Reflections of an Empirical Study

Balázs HEIDRICH

The objective of the study to summarize the organization wide definition of service dilemma. Therefore, all along the study service management is understood as a managerial and leadership philosophy. After defining the service management concept the study focuses on service strategic traps, so called ”vicious circles”. Considering challenges of the openness of service systems, a framework is introduced, called the ”the culture based model of service leadership”.

Based on an international empirical research, the study compares Hungarian and Romanian production and service organizations. The key question is how much and in which ways the organizational culture of production and service organizations are different. As a conclusion it can be said that service and production organizations are different in their human factor and the cultural side of leadership.

Keywords: service strategies, culture-based model of service leadership, Hungarian service organizations, paternalistic leadership Problems of assessing performance in higher education

Problems of Assessing Performance in Higher Education

Erzsébet HETESI – Zsófia KÜRTÖSI

Our study seeks answers for the following questions: how can the performance of higher education services be assessed, who the stakeholders are, what dimensions of performance they think to be important, can the measurement of their satisfaction be modelled.

The article deals with the dilemmas of conceptualization and operationalization of the different categories and the problems of research methodology. It highlights that both defining concepts and standardization of possible research procedures are in their infancy and it suggests the development of a complex research model for assessing the performance of higher education services.

Keywords: higher education, performance

Liberalisation of the natural gas market and district-heating

Ágnes KÁDÁRNÉ HORVÁTH

Even though the scarcity of energy sources is evident, the primary energy consumption, although already significant, is increasing world wide. For this reason and also because of the increasing energy prices, energy policy has come into focus. The topic of energy raises problems in all areas: on the level of the economy, the society and politics. The power and economic wealth, but also the defencelessness of a country is highly dependent on the energy resources available.

Another important characteristic of the world economy is the ongoing globalisation and liberalisation. The privatisation and/or deregulation of the utilities generated lively debates among experts. In recent years one could witness the gradual reshuffling and opening of energy markets (electricity and natural gas).

The paper connects the two main topics through an analysis of district-heating. It takes off from the assumption that the price and availability of energy influences decisively the competitiveness of major energy consumers, such as district heating companies. As natural gas is the dominant source of energy in district-heating, the paper primarily addresses the issues of liberalisation of the natural gas market, and the effect of this process on district-heating.

Keywords: district heating, natural gas market, liberalization

Hungarian banking system and MiFID – outcomes of mystery shopping on a 41 retail adviser sample

Gábor Dávid KISS – Krisztina FELEGYI – Gergely FARKAS

Hungarian banking system is lack of liabilities according to the global financial crisis – which is a strong incentive of stronger retail activity. Sale of funds units is regulated by Markets in Financial Instruments Directive in the European Economic Area to increase competition and consumer protection in investment services. MiFID requires firms to categorize clients as "eligible counterparties", and has requirements relating to the information that needs to be captured when accepting client orders. Interaction between retail financial advisers and clients were studied by mysterious shoppers. The sample included 41 frequented bank offices in the capital and other cities in August 2008.

Measured level of financial services was fragmented, and was not acceptable according to MiFID standards. Details of investment funds were not clear for financial advisers in the sample, and they did not give the required attention for clients preferences.

Keywords: customer satisfaction, MiFID, mystery shopping, retail financial advisers

Reference services of the university libraries: challenges and opportunities

Kármén KOVÁCS

In this paper I deal with the reference services of university libraries. Basically, I specialize on what development opportunities can be solution in consequence of the dynamic quantitative increase, changed type and rising complexity of information

sources and the change of customer needs. The working up of the scrutinized problem is based on my reference librarian experience that I gained in the Library of the University of Pécs and on my three-month long study that I did with the purpose of knowledge transfer in the Library of the Ohio University. I support and complete my professional experiences with international academic journal articles.

First, I explore the challenges refer to university libraries, I point out the increase of the quantity and importance of e-documents, the rise of the diversity of information sources and the complexity of research environment. I characterize the traditional and the new forms of reference services. I present and analyse the importance of customers' education, the alternatives of online reference services and a library environment providing holistic services, called Information or Learning Commons, in detail as solution possibilities to challenges.

Keywords: university library, library services, reference services, subject guides, research guides

Optimization of health care services in the view of public and private sector

Nóra KOVÁCS – Vivien CSAPI

The situation of Hungarian health care system is in our days considerably troubled. The segments of health care can we analyze just correlate with one another because of the equal and overlapping problems. Accordingly the choice of issue this paper is because of its extraordinary actuality, namely the renewal of health care systems is a very heated question and it generate heavy conflicts all over the world. Obviously the movement of hungarian health care is inadequate in many ways, moreover disastrous, thus the changeover is a must. Nowadays the public sector is too large and less efficient in numerous country: it produce many goods and services less efficient like the private sector.

In our paper - we place emphasise on the unique speciality of health care services – we bring into focus the more optimal division of role and the symbioses of private and public sector. First, we introduce the relationship between public and private sector in the view of history, then we reveal the features of health care services. Finally, we review the possible assets of health care policy refer to the health care services.

Keywords: health care policy, health care services, reform

The spreading of e-services in the light of a university case study

Zoltán MAJÓ – Péter SZAKÁL

In relations with taking advantage of services, - with the spreading of communication technologies - it happens more and more often that the service is supplemented with some kind of e-service as well without being related to personal interactions. The so called face-to-face (based on personal relations) characteristics of the usual services, for instance, in banks or in educational institutions, are getting virtualised and solutions based on technical appearance, such as home banking and e-learning, become general. In our article, we are examining the spread of e-services beginning from e-economic model framing the virtualization of e-services through online services to academic online case study of public service. The latter illustrates that the e-services can be effective tools not only in connection with the expenses and effectiveness but also with developing corporate culture and reorganizing business processes.

Keywords: e-services, information management, e-business

Culture of financial organisations – case studies

Éva MÁLOVICS – Péter KUBA – Zoltán NYÍRI

Our paper examines the culture of two financial organisations with quantity and quality methods. As theory we use integration approach from the several theories of organisational culture. By using results of our questionnaires and structured interviews we show a detailed picture of cultural characteristics of examined organisations. These results give useful information about inner values and attitudes for the management and the organisation members too. According to our research the examined organisations have the same values and problems in customer-orientation, technicality, formal- and informal communication, team spirit, leadership, goal-orientation. This is explained by heritage of socialism.

Keywords: organisational culture, integration approach, financial organisations, case studies

Organizational culture and competences in health-tourism: theoretical models and possibilities of investigation

János MÁLOVICS – Éva MÁLOVICS

In our paper we deal with the interaction between the organizational culture and competences. We review in brief the importance of the organizational culture and its relevant approaches. After then we introduce the several levels of competence construction and the supposed relationships between the individual and group level on the grounds of Bandura's "self efficacy model". The above mentioned constructs and models appear in the practice of organizations, and we plan an empirical investigation of the drafted connections in the practice of the area of health tourism. In this paper we write about the theoretical connections of this topic, in connection with the empirical research we introduce our research model only.

Keywords: organizational culture, competences, health tourism

Paternalistic style or shared decision? Patients' opinion on doctor-patient communication

Éva MÁLOVICS – Beáta VAJDA – Péter KUBA

Doctor-patient relationship is largely determined by the communication between the two parties. According to the international literature on communication and decision making in healthcare, shared decision making and acting on patients' individual preferences are increasingly gaining importance. In Hungary, at the same time – according to former research results – still the paternalistic style of communication and decision making is dominant. This paper presents the results of a questionnaire survey investigating the opinion of the patients' side about doctor-patient relationship, preferences for involvement in decision making and former experiences. Our results confirm that paternalistic style prevails and delegating decisions to doctors is often preferred by both sides.

Keywords: medical services, communication, paternalistic style, decision making

Cluster survey in tourism in the Órség region

Péter MAYER – Csilla RAFFAI

Tourism is a complex issue. The tourism product can be interpreted in a numerous way including a series of services consumed throughout a limited amount of time, the highly individual experience derived from these, but also as a system comprising different types of social entities and various links between them. Taking the latter approach this paper examines social networks of rural tourism service providers and the ways this fosters or undermines innovation. Innovations in this context include capabilities and activities to adapt to and deal with the needs and wants of tourist's representing a distinct cultural and social background. Based on a series of interviews with one village tourism service providers in this paper I try (1) to classify rural tourism service providers according to their entrepreneurial character, (2) to define types of links between them, (3) to examine their social network to explore how much and in which ways their innovation capacities are embedded into local social and cultural relations. Based on network theory and the empirical data the paper aims to come up with definition of what network properties and characteristics of key persons ("nodes") are vital to the success of a rural community on the tourism market.

Keywords: rural tourism, culture, Cameron-Quinn model

CRM – Customer Relationship Management CRM in the financial service sector

Eszter MEGYERI

In the last 20 year, the importance of customer relationship was emphasized by many in a variety of ways both in theoretical research and practical business life. However, to determine how customer relationship should be a part of not only the strategy, but also tactical and operative systems, we find different approaches. This paper looks at the theoretical and practical bases of CRM starting from definitions expanding to the presentation of CRM as a concept and system. The second part of the paper briefly provides an insight in the role, effectiveness and opportunities of CRM in the financial service sector.

Keywords: customer relationship, CRM strategy, CRM system, customer lifecycle

Service Science - Answer to the Economic Challenges of the 21st Century

Katalin MOLNÁR

The paper presents Service Science, Management and Engineering as a new science for the economic challenges of the 21st century. The methodology is based on data gathering, and analysing. Service innovation, and importance of SSME education explain the analysis of this topic. The Center for Service Science, Methodology and Research aims at widespreading and strengthening of the SSME education and research activities in Hungary.

Several conferences, workshops, scientific cooperations, governmental supports and higher education programmes and qualifications are the proof for the international acknowledgement of SSME. Because of all the facts mentioned above it is time to set up a modular service education system that predicates the realisation and wide-spreading of Hungarian service science.

Keywords: Service Science, Management and Engineering, service innovation, new education content

The role of service - national and international comparison, Service map

Petra NÉMETH – Zoltán KOVÁCS

The aim of this paper was to direct the attention to services and make it undisputable that the role of the services is essential and important to deal with. Even though for the statistical systems, which this paper focuses to, which were not exactly made to handle services properly. However both systems - Hungarian Standard Classification of Occupations (FEOR/NACE) and Hungarian Training Catalogue (OKJ) – contain a group for services.

According to this research it can be easily seen, that there are mostly services in the FEOR and there is a category called 'Servicelike occupations' which doesn't include health services and education nor office services which are in another separated category. In the OKJ health and education are classified as separated categories, so they don't belong to 'Services' category either.

It is obvious that both statistical system lay store by services although some groups of services don't belong to 'Servicelike occupations' or 'Services', but other or separated categories

Keywords: comparison, FEOR, OKJ

From the transport policy across the decoupling to the shuttle trains

József PÁLFALVI

In the European Union the rate of growth of the good transportation's output is superior, one of the passenger transportation's output comes up to the rate of the economic growth. The development of transportation provides a greater level of individual and economic mobility for people, it makes possible for them to utilize along with developing service standards the community transportation services, thereby reducing the environmental load and that accompanying individual transportation.

The modern transport policy, so the Hungarian Unified Transportation Development Strategy (UTDS) aims at the protection of environment, in the modal split the decoupling principle is enforcing by the co-modality, that is to say the UTDS reduces the dependency between "environmental bads" and "economic goods" within the transport. One of the decoupling methods is the increase of commercial speed of railway transport with the operation of freight shuttle trains, at the same time raising his competitiveness.

Keywords: transport policy, modal split, decoupling, shuttle train

Fostering the flow of services in the EU with the tools of competition policy

Anita PELLE

The study volunteers to show how the competition regulation system of the European Union serves the flow of services among the Member States. In order to answer the question, we firstly give an overview of the main relevant elements of Community competition regulation. We also present the regulation on services of general economic interest. After that we give an outline of the global tendencies fostering the transnationalisation of services which, logically, have an effect on the flow of services among the Member States as well. The competition policy of the EU, as a response to these changes, has defined liberalisation as one of its separate regulation areas. It can primarily be interpreted for the services markets. We also introduce the recent development of this area of competition policy: first we examine the institutional-political framework and then we present some relevant cases of Community

competition law. This is our way of showing the specific procedure, which gives the answer for the question asked above.

Keywords: services of general economic interest, European Union, competition regulation, liberalization

Relationship Orientation in Services Marketing

Balázs RÉVÉSZ

Enterprises exploring a sustainable edge in the field of competition are evaluating the importance of having long term, strong relationships differently. Based on the results of Hungarian and international researches we may state: the importance of relationship orientation differs based not only on the size of the company or on the markets to be served, but on the fields of operation as well. The spreading of relationship marketing orientation was the fastest in business (B2B) markets and among service companies. These two fields played a mayor role in the evolution of the relationship marketing discipline as well. The CMP model developed by Coviello és szerzőtársai (2002) gives important inputs to analyze the spreading of relationship marketing by distinguishing four different orientations in marketing. In this article the adaptation of the CMP model in Hungary and the results of the research are summarized with special attention to the fields of services.

Keywords: services marketing, relationship marketing, marketing orientation

Standard Background of Certain Elements of Service Quality Conception of Public Transport

Attila RIXER

Public traffic services namely public transport services play a significant role in creating living standards of social goods. Hence meeting highest possible demands of general social expectations of a suitable quality performance and the availability of this particular service is crucial. To generalise thematic standards collected on the bases of the so called best practices may provide a good base to start from.

Several pieces of relevant information resources are available - such as requirements, separate requirements, guidelines, general recommendations and guidance, sector and transport standards, technical report and technical guidance - as a result of exploitation of the relevant standard background. The available standard information

provides satisfactory background to elaborate a suitable service quality management system and a service quality concept of the domestic public transport service companies.

Keywords: public transport, services, quality, terminology

Services market and liberalization in the European Union Who gains?

Sarolta SOMOSI

Through the liberalization of services sector and by the approval of services directive the European Union declared the aim of bringing closer the existence of common services market with all its advantages to all the citizens and entrepreneurs. A real, effectively functioning common services market would also give a new impetus both to the competition within the European Union and to essential, long awaited competitiveness expressed in the Lisbon Strategy. The aim of present study is to examine with all of our restrictions, what (may) happen on the special field of energy market by all the changes made within liberalization.

Our intention is not to answer the question mentioned in the title, but to raise more and more questions which can be starting points of a reasonable work. At the same time we intend to give an answer or a possibility of choices for the following questions: What is standing in the centre of the regulation? Is it the consumer and/or the competition, the European social model and/or the single market? Is it possible to liberalize the market of public services? If yes, with what kind of consequences? In consideration of these results is it worth completing the liberalized market at whatever costs?

Keywords: services market, liberalization, privatization, EU, services directive

Electronic commerce versus consumer protection

Krisztina STRIHÓ

In the study some aspects of the electronic commerce is introduced with the flaws of the loopholes and problematical legal statuses. Because of the feature of the new type of contracts – between the absent contracting parties making a legal statement by electronic instruments – the realization of the trust has got an important part between the contracting parties. The legal entities of the legal relationship should be protected

by different rules. The provider have got wide data disclosure requirement and obligation of information, that insures compensation extra laws for the consumer who is qualified as non-professional. Moreover the legislator the contracts that should have binded by one click are ruled out from the valid contracts. The provider should be protected against the offers of unserious customers and incompetent people.

The examination of features and effects of electronic commerce cannot be narrow down to its civil law aspects, because it's very complex question which appears in all fields of law and economical processes.

It's important to sign that this new type of construction doesn't only mean good points for us (making legal statements electronically, online contracts) because the structure of commerce is reorganised by the forging of digitalization, of which surplus cost falls to the government sphere (on one side there is an extra profit, and on the other side there is an increasing number of people in the aid zone. The biggest disadvantage is that the form of commerce based on trust and personal affection is disappearing, that is spread by Jews, everything becomes impersonal and the shopping as a personal experience is stopped.

Keywords: electronic commerce, consumer protection, protection of the electronic commercial service

Analysis of spatial distribution of Hungarian knowledge intensive service sectors

Izabella SZAKÁLNÉ KANÓ

In our days we see the expansion of the service sector, particularly in developed countries. The regional policy of the European Union between 2007 and 2011 puts a great emphasis on the support of knowledge intensive activities. Therefore it is essential to map the situation of those Hungarian services sectors which have high knowledge intensity in Hungary.

The spatial distribution of economic activity and, accordingly, that of the knowledge intensive services, are affected by an exceptionally high number of factors, such as inequalities inside the country and externalities e.g. knowledge spillover or the size of market. The various schools of spatial econometrics and economic geography have worked out several indices and indicators to measure the spatial distribution of the enterprises of any sector. These indicators grasp this phenomenon from many different aspects. The main goal of this study is to apply some of the indicators to the analysis of spatial distribution of Hungarian knowledge intensive service sectors and their potential clustering.

Keywords: Knowledge intensive service sectors, cluster, Ellison–Glaeser γ , Moran index

Quo vadis, Information and Knowledge Services?

László Z.KARVALICS

How to discover the universe of information and knowledge services? Mapping the structure and the „frontiers” of the complex and continuously changing problem space, instead of boring „definition warfare”. After coining a draft of a new tipology, we add a rough historical overview to the analysis, and list several hypotheses about the possible directions and nature of decisive changes.

We identify and discuss two main problem fields. Predicting the growth and spread of knowledge governance paradigm, and reflecting to the lack of the discourse in the Hungarian scientific community, we summarize the introductory primers about this emerging domain.

The other important trend is the penetration of standard information and knowledge management methodologies into brand new knowledge procedures and phenomena.

Keywords: information, knowledge, service science, history, knowledge governance