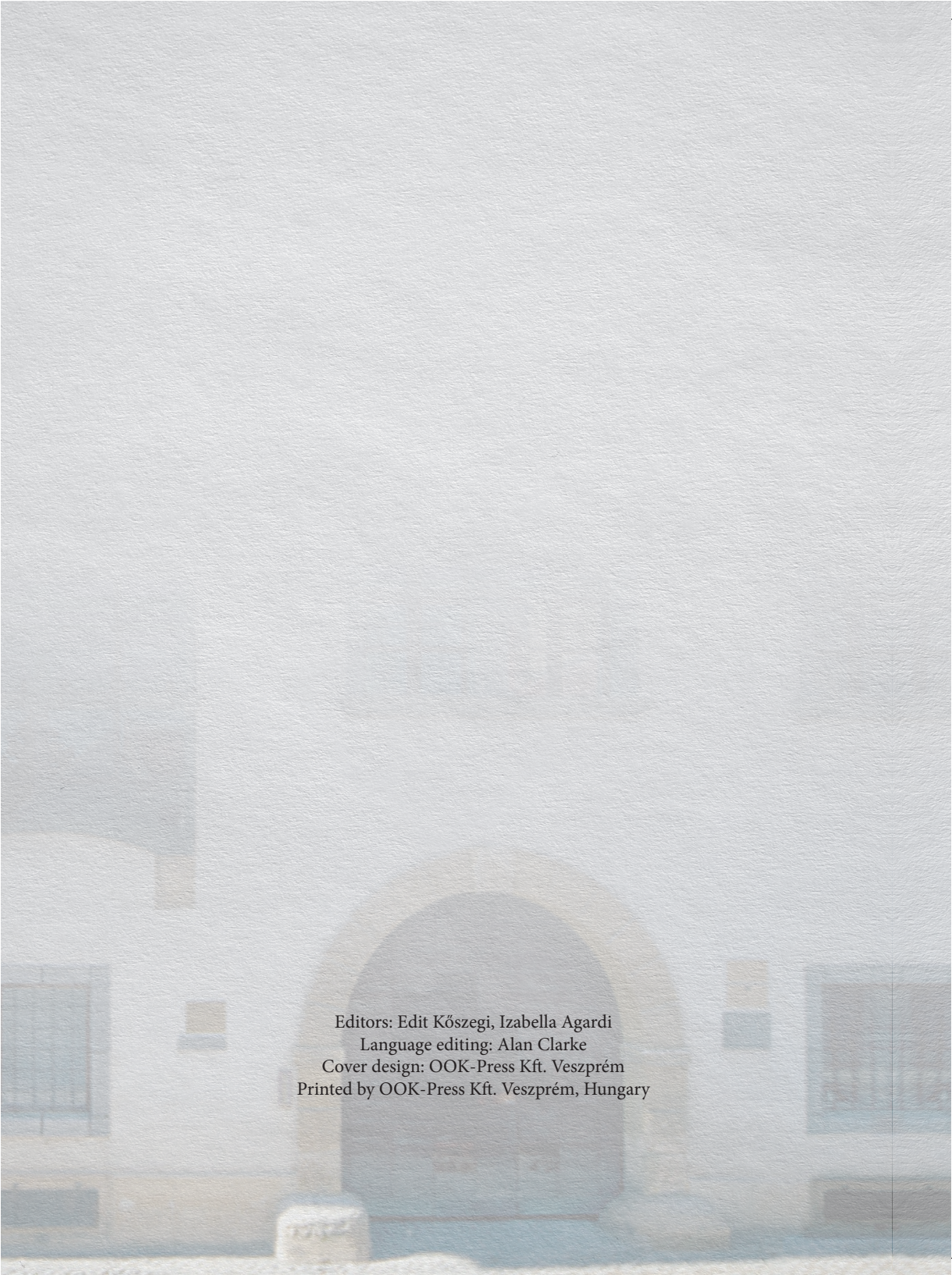


**New Central Europe 2  
Fellowship programme**



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# New Central Europe 2 Fellowship programme

University of Pannonia–Kőszeg Centre  
Institute for Social and European Studies Foundation

2015

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# INTRODUCTION

The New Central Europe 2 is a six-month Scholarship Program embedded in a large national project to promote an innovation research base and knowledge centre in Kőszeg with the educational and research network of the University of Pannonia (TÁMOP-4.2.1.D-15/1/KONV-2015-0006). This booklet provides a brief overview of the people, the research projects and activities that the program has supported.

In May 2015 97 scholars chosen from over 200 applications began their work for The University of Pannonia in Kőszeg. Scholars come from diverse geographical backgrounds (from Central Europe to Australia), as well as diverse academic disciplines: social sciences (political science, economics, history, sociology), psychology, philosophy, linguistics, engineering, natural sciences, and the creative arts. The activities they have generated as individuals and research teams include seminars, conferences, teamwork and collaborations, student tutoring and Summer University lectures. From May to November 2015, the scholars have 1, 3 or 6 months to publish research results, take part in conferences and workshops, to initiate and organize programs in Kőszeg. Works-in-progress will be published in the ISES Working Paper Series both in electronic and printed form. The Europe House in Kőszeg and the Institute for Social and European Studies provided the infrastructure and framework for the activities that promote and support the long term developmental goals of the institute.

The general purpose of the program is to strengthen the quality, the capacity and the international integration and competitiveness of Hungarian and European academic scholarship and higher education by the production and transfer of socially relevant knowledge. This is achieved through the support of research projects and collaborations that are innovative and transdisciplinary. The precursor of this year's program was the New Central Europe 1 in 2014, which enabled 35 researchers to produce innovative results.

The New Central Europe 1 and 2 programs lay the academic foundation for a new and unique institution, embedded in a comprehensive program of regional development and creative innovation. The work is multidimensional: first, it aims at the rehabilitation of the historical city of Kőszeg, the re-cultivation of the complex elements of its dense and outstanding cultural heritage, making them viable with new functions to ensure their long-term sustainability. Second, an integrated, complex development strategy is being developed (by the researchers and practitioners of KRAFT) building on local features but ensuring its exportability to other regions. Third, much work is being done to establish the professional groundwork of a new knowledge hub in Kőszeg, an **Institute for Advanced Study** that will focus on problem solving and point towards the future. This institute will provide research that is socially responsible and meets the 21st century needs of global and European academic cooperation and networking.



„NEW CENTRAL EUROPE 2” RESEARCH SCHOLARSHIP PROGRAM:  
FELLOW PROFILES AND PROJECTS

## SENIOR RESEARCHERS





**JANOS ABONYI** is a full professor at the Department of Process Engineering at the University of Pannonia in computer science and chemical engineering. He received MEng and PhD degrees in chemical engineering in 1997 and 2000 from the University of Veszprem, Hungary. In 2008, he earned his Habilitation in the field of Process Engineering, and the DSc degree from the Hungarian Academy of Sciences in 2011. In the period of 1999-2000 he was employed at the Control Laboratory of the Delft University of Technology (in the Netherlands). Dr.

Abonyi has co-authored more than 200 journal papers and chapters in books and has published three research monographs and one Hungarian textbook about data mining. His research interests include data mining, process engineering, quality engineering, and business process redesign.

### **CLUSTERING ECONOMIC REGIONS BASED ON COMPANY NETWORK ANALYSIS**

I would like to add an additional viewpoint to the socio-economic analysis of regional development by studying how networks of companies relate to settlement hierarchy. I believe indicator and network based approaches can be successfully merged together and the analysis of company networks can provide additional information related to the KRAFT model. I plan to study the network of 500 000 Hungarian companies to explore how the location and the ownership of these companies are distributed geographically and what the typical directions of the connections are. From this analysis I would like to explore how cities and regions are connected, and how the probabilities of new connections are affected by local and global political actions and measures representing the attractiveness of a city.





**ALBERTO ROQUE SANTANA** Spanish orchestra conductor and composer (Canary Islands, 1961). Studied with Emil Petrovics, János Vajda, Franco Donatoni and Leonard Bernstein. Invited by Sir Georg Solti, he followed the late Maestro to Chicago, London and Salzburg. He has conducted a long list of 20th-century orchestral works , including a number of significant premieres, among them compositions by Frank Martin, Alfred Schnittke, Joaquín Rodrigo, Luis de Pablo, Xavier Montsalvatge, Joan Guinjoan, Antón García Abril, Einojuhani Rautavaara, Joonas Kokkonen, Othmar Schoeck, Rolf Liebermann, and Samuel Barber. His tours have covered Austria, Holland, Germany, Croatia, Switzerland, Italy, Czech Republic, Slovenia, Slovakia, Hungary, Spain, Venezuela, Brazil, Australia, and the United States. As a composer, he has received commissions from international public and private institutions. His works, published by Periferia (Barcelona), Tuttomusik (Berlin), Ava Music Publications (Lisbon) and Swirly Music (San Francisco) have been performed in Hungary, Denmark, Holland, Norway, Spain, Italy, France, Turkey, Venezuela, Brazil, Australia, and the United States. Presently he is working on his opera “La Diva”, based on a libretto by acclaimed Hungarian soprano Sylvia Sass, about Maria Callas.

#### **THRENOS, DE MORTE BARBARAE MATRIS**

A musical composition based on this poem—written in Latin - by JANUS PANNONIUS (1434-1472), who is considered the most significant Hungarian poet of the Renaissance, and certainly the best known personality of Humanist poetry in Europe. His poem “THRENOS, DE MORTE BARBARAE MATRIS” (*SIRATÓÉNEK ANYJÁNAK, BORBÁLÁNAK HALÁLÁRA - Lamenting the Death of his Mother Babara*) tells of the grief over his own mother’s death in a most intimate and lyrical manner, whilst accepting the universal laws and the personal suffering, also realizing that death was too soon on her way to carry him off.

The absolute need for understanding the real meaning and historical relevance of the poem as one of the most important examples of Humanist new scopes, could bring us today to a philosophical revision of actual gaps and needs in our present society. Humanism itself, as a Central European XVth century new landscape, and the deeply intellectual, open and universal approach to JANUS PANNONIUS as a figure, could lead us to some new views on the poet’s social worries, hopes, and artistry.



**STEFANO BIANCHINI** is Professor of East European Politics and History at the University of Bologna, Forlì campus, and central coordinator of the «*Europe and the Balkans International network*». He is also the Director of the two-year International Master of Arts in East European Studies (MIREES) awarding a joint diploma of the Universities of Bologna, Vytautas Magnus (Kaunas), St. Petersburg State U, and Corvinus of Budapest. He is Co-Director (along with Zdravko Grebo) of the European Regional MA in Democracy and Human Rights in South East Europe based in Sarajevo (awarded as a double diploma of the Universities of Sarajevo and Bologna). As an expert on Balkan issues, particularly on the former Yugoslavia and its successor states in politics, contemporary history and international relations, he has published several books and articles in Italian, French, English and other languages. He was an advisor and expert witness of the ICTY, in the Hague. He is the Executive Editor of the journal “Southeastern Europe” (Brill publ.) and author of several books, the most recent ones are *Eastern Europe and the Challenges of Modernity 1800-2000* (Routledge, Abingdon-New York, 2015); *Partitions: Reshaping States and Minds*, written with Sanjay Chaturvedi, Rada Iveković and Ranabir Samaddar (Frank Cass, London, 2005, Indian Reprint: 2007) and *Sarajevo, Le Radici dell'odio* (Edizioni Associate, Rome, third edition in 2003).

***STATE PARTITIONS AND NATION-STATE FUSION: THE TRANSFORMATIVE DYNAMICS OF DISMEMBERMENTS IN THE BROADER EUROPEAN CONTEXT AND HOW THE NATURE OF DEMOCRACY IS AFFECTED***

In my 2014 research a specific focus was devoted to the lessons not learned from the Yugoslav dismemberment. The present research under the title “*State Partitions and Nation-State Fusion: The Transformative Dynamics of Dismemberments in the Broader European Context and How the nature of democracy is Affected*”, aims to elaborate further on the topic of “State partitions”, going beyond the outcomes so far achieved by focusing on liberal democratic cultures and their political praxis within the national form of the State with the aim to understand whether they are able to offer a convincing pathway in managing diversities by avoiding the traumas of partitions. In particular the research aims to connect the EU wide economic/financial crisis and its growing insecurity, with political and cultural dynamics that are affecting the current stability of the nation-state and may generate serious implications for the development of the European integration process as well. At the same time, power politics behaviours also rely on the ethno-national component of a political community for shifting borders and re-design the international political balance in Europe. This double dynamic and the considerations that are triggered from it will be included in a broader analytical approach to the mechanisms that—for the fourth time in a century—are leading the European continent to face challenges related to self-determination, reshaping national identities, territorial controversies, and their relations with democracy on the EU borders and, paradoxically, within the EU as well.



**ANDREW BLACK** has extensive experience in management consulting, corporate finance, corporate and investment strategy. He has also experience working as an economist working for government, banks, and industry. This includes experience in the oil and gas, commodity (ores) and other primary producing industries. He also has in depth knowledge of consumer goods markets, financial sector, defence and automobile industries. He is currently the Managing Director of Digit Ltd, a management and financial consulting company, as well as being a director and associate of several other companies. He has worked

for Charles River Associates as a Senior Consultant, and for several years as a Director at PriceWaterhouse Coopers. There he was a key person in the area of Shareholder Value and Value Based Management, developing tailored client solutions, as well as authoring several books on the subject, including "In Search of Shareholder Value", and "Questions of Value". Earlier he worked in investment banking (Commerzbank, Warburgs and MeesPierson), in industry (Unilever), and as an Economic Advisor for the British Government (Dept of Trade and Industry). He is a trained economist and holds a Ph.D in Economics from London University, as well as Bachelor and Masters degrees in the same subject. He worked as an academic researcher and fellow at the International Institute for Management in Berlin, and at the Max Planck Institute in Starnberg. He has taught economics at various universities, and most recently was a visiting lecturer at the University of Warwick Business School. He is a research fellow at the Global Policy Institute, and has recently written papers for Chatham House and the Society of Business Economists. He is a senior research fellow at the ISES Institute at Koszeg in Hungary.

#### ***MESO-ECONOMICS: TOWARDS A THEORY OF CAPITALIST DYNAMICS***

The research involves reviewing and developing existing approaches to Meso-economics. This examines the role played by larger economic corporations and institutions that can affect macro economic level outcomes. The behaviour of these organizations is not well explained by current theories of micro economics, and the omission of a meso (in between) level of analysis has seriously weakened the effectiveness of much macro economics in explaining the financial crisis of 2008/9, and the absence of a broad economic recovery thereafter.

Competition between corporate enterprises is an important source of growth and change in modern capitalist societies. Corporations are the main economic players in implementing new techniques and processes. Their decisions regarding investment and funding both affects, and is affected by, the state of the financial markets and banks. The impact of globalization has also affected the fortunes of meso corporations, and not always positively.

The project will be carried out in close cooperation with Professor Stuart Holland, and it is expected that several academic and non academic articles will result. These may eventually result in a book outlining the importance of Meso level organizations in modern economies, and in modern economic theory.



**DEZSŐ BODA** is a professor at the Department of Physical Chemistry, Faculty of Engineering, University of Pannonia. He studies complex molecular systems (gases, liquids, electrolytes, ion channels, nanopores, etc.) by creating reduced low-scale (microscopic) models for the interactions between the particles forming the system and by performing computer simulations for these models thus producing large-scale (macroscopic, measurable) quantities. Understanding comes from connecting the microscopic and macroscopic levels. He graduated as a physicist at the József Attila University of Sciences in 1992 (today:

University of Szeged), he received his Ph.D. in Chemistry from University of Veszprém in 1996 (today: University of Pannonia), and D.Sc. from the Hungarian Academy of Sciences in 2013. He organizes the Student Research Societies (TDK) and the Science in the Pub at the Faculty of Engineering.

### *REPRESENTATION OF COMPLEX SYSTEMS WITH REDUCED MODELS*

Many-particle molecular systems, our body, human society, the behaviour of people in relation to their environment have the common feature, if nothing else, that they can be termed 'complex systems'. Understanding these kinds of systems is an ancient endeavor of mankind. The basic question that his research proposal imposes is whether we can get closer to understanding reality by creating reduced models for the complex system in question or we can get a better grasp of the system by focusing on the details. Occam's Razor (Lex Parsimonae: always use the simplest possible model to explain a given phenomenon) seems to be an intuitively straightforward idea in physical sciences, but is it generally useful? Does more information mean more knowledge or just more noise? Can we see the wood for the trees? These issues are elaborated by working on the field of expertise (Physics), but the imposed questions yield the opportunities for fruitful conversations and common thinking between people from various areas.



**KEES DE BOT** got his PhD from the university of Nijmegen in the Netherlands in 1982. He was vice-dean of education at the Faculties of Arts in Nijmegen and Groningen and director of the Graduate School for Behavioral and Cognitive Neuroscience. He supervised 43 PhDs and has published in the main international journals in the field of Applied Linguistics and multilingualism. His research interests cover psycholinguistic aspects of multilingualism, language attrition and maintenance, language and aging, circadian rhythm and language processing and the application of complex dynamic systems theory in language development.

***CIRCADIAN RHYTHM, EXECUTIVE FUNCTIONS AND LANGUAGE PROCESSING.***

In this project three generations of Hungarians will be tested on executive functions (updating, inhibition and task switching) and language skills at their preferred and non-preferred time of the day. They will be tested in Hungarian and their second language to see how multilingual processing is affected by time of day effects on executive functions.



**LÁSZLÓ P. CSERNAI** (Norway) is Professor of Physics of the University of Bergen and coordinator of the Energy activity of Academia Europaea's Knowledge Hub in Region Bergen as an individual member of the Council of Academia Europaea. He was also member of the Nuclear Physics Division Board of the European Physical Society (EPS) and is now member of the Energy Working Group of EPS. He started his carrier designing the Paks Nuclear Power Station in Hungary in the early 1970s, then worked as Theoretical Nuclear Physicist in different universities and research institutions in Hungary, Germany, US and since 1987 in Norway.

For a period he was an adviser at Los Alamos National Laboratory, evaluation panel member of the European Research Council, and evaluator for national funding agencies for Hungary, Georgia, Portugal, Poland, Slovakia, and the US DoE.

In the early 1990s he was Director of the Bergen Computational Physics Laboratory, a European Research Infrastructure. For his research achievements he received the Humboldt Research Prize in 1997, and was elected to be member of Academia Europaea, and both the Hungarian and Norwegian Academies.

He does active research in many fields of theoretical physics and related subjects.

### **MASSIVE ENERGY RESOURCES OF THE FUTURE**

We plan studying massive energy resources of the future, and their interdisciplinary consequences for other sciences, technology and society. The role of recently discussed “renewable” energy resources, water, solar, and wind, on a worldwide scale, at present, is very limited. Wind and Solar are occupying valuable territory in competition with food production, which is the most needed and valuable resource. The only long-term alternative resource is nuclear energy. The security of *fission* based energy production by now exceeds that of classical fossil energy production, although the existence of produced radioactive waste is a potential problem. Nuclear *fusion* leads to almost no radioactive waste. The civilian scale energy production is already realized, the energy balance for the fuel is positive, but the complete technological solution is still not satisfactory. Further basic research is needed to make improvements at several points of this technology both theoretically and experimentally. Part of the project is to make theoretical advances for fusion energy production. The local (national or regional) conditions require different solutions and education of the society, as the information and disinformation available to the population is a substantial factor. Thus, the second part of the project is to contribute to the social and economic research in energy related fields.



**TAMÁS FEJÉRDY** (\*1947, Budapest, Hungary, architect-conservator). Between 1976-2013 he worked in the national state-organization for monuments preservation in different leading positions but has now retired. Masters degree in Architecture (Budapest University of Technology 1970); diploma on monument conservation (BUT 1981); reached his “dr. techn.” title (BUT, 1984); Doctor of Liberal Arts at University of Pécs, Hungary 2009. Honorary Senior Lecturer at Budapest Technical University, gives lectures at Pázmány Péter Catholic University (Hungary) and Eötvös Loránd University; in built-heritage postgraduate course at Babeş-Bolyai University (Cluj-Napoca, Romania). He acts as Professor in the Cultural Heritage Management and Sustainable Development Postgraduate Programme (ISES Foundation, Kőszeg, Hungary) and in other courses. He has been a member of ICOMOS since 1978, including serving as an international Vice-President (2005-2008). He has also been a member of working groups of the Council of Europe; participant of Nara International Conferences (1994, 2004); Chairperson of the UNESCO’s World Heritage Committee (2002/2003); member of the Council of Europa Nostra; developed considerable professional expertise in connection with World Heritage nominations and reactive monitoring missions. Fields of professional interest: conservation and restoration of historic monuments and sites, cultural heritage management, world heritage as a laboratory for integrated and sustainable conservation; historic cities rehabilitation in connection with their resilient qualities; intangible dimensions of tangible cultural heritage, cultural landscapes.

Methodology for identification and optimization of the carrying capacity of historic buildings and complexes The proposed research is connected with the KRAFT framework; it is expected to develop sustainable uses for outstanding historic monuments in the city of Kőszeg; offering an opportunity to evaluate concrete cases and to establish standards for measuring “carrying capacity”. Another related topic is the theory and historical practices of building colouring. The objective is not only to establish better knowledge and understanding of historic buildings and building complexes on the theoretical level, but also to create a helpful tool for assuring sustainability in everyday practice.

Such a methodology is needed to show possibilities and limits of sustainable uses of historic monuments. It is foreseen to produce detailed outline for cultural heritage management and sustainability guidelines, concerning the carrying capacity of historic buildings, and historic building colouring. The case study deals with Kőszeg, Jurisics square (historic complex and particular buildings), preparing detailed analysis of functions, options and opportunities. Another “living kind experimental case” is the Synagogue of Kőszeg. This methodology for evaluation of “carrying capacity” and guidelines are for practical utilization; and to bring the topic towards greater professional and public interest.



**GAUDENZ ASSENZA** is a transdisciplinary university teacher and educational innovator. He is managing director of Institutions for the Future and chairs the University for the Future Initiative, which contributes to the regeneration of higher education by embracing wisdom, deep vocation and grand challenges. He has taught at prestigious universities, including King's College London, IE Madrid and the Friedrich Schiller University of Jena. Gaudenz holds five degrees in the social sciences, including a Master's degree from Harvard, and a Doctoral degree from Oxford. From 1994 to 2002 he was Senior Research Fellow

at the Fridtjof Nansen Institute in Norway. He managed international projects in the sphere of leadership like the School for Transformative Leadership, which provided innovative courses to more than 4000 students. Gaudenz worked with international companies and organizations including the World Bank Group and the UN. Currently he works at the University of Ružomberok, Slovakia. He can be contacted at [gaudenz.assenza@u4future.net](mailto:gaudenz.assenza@u4future.net)

#### ***TRANSFORMATIVE HIGHER EDUCATION FOR LEARNING VILLAGES AND LEARNING CITIES***

The focus of the proposed research is on a specific type of systemic innovation in higher education: models of *Transformative Higher Education*. Specifically, the intention is to study **the application of T.H.E. in Learning Villages and Learning Cities**, i.e. in complex endeavours of integrative development in concrete Central European locations. Integrative development merges educational, social, cultural, political and economic innovations into new systemic qualities that respond to the big societal challenges of the 21st century, such as health and well-being of an aging population, brain drain from rural areas, social and intergenerational justice, economic resilience and the sustainability transition.





**ANTHONY HALOG** joined the University of Queensland from the University of Maine, USA where he was an Assistant Professor in Industrial Ecology. His research focuses on the sustainability of the complexity of human-nature through understanding the nexus of material and energy systems. Over the past years, he has been working on the theoretical foundation and industrial applications of Life Cycle Sustainability Assessment (LCSA), Circular/Green Economy, Sustainable Operations Management, Industrial Environmental Management, and Greening Supply Chains. Dr. Halog is interested in the life cycle of ma-

nufactured goods and, ultimately, wastes—and in the environmental benefits and economic potential of a circular and green economy. Dr Halog has held various fellowship positions as Visiting Faculty Fellow at the National Renewable Energy Laboratory of the Department of Energy, USA; as an Organization for Economic Cooperation and Development (OECD) Research Fellow at the Finnish Forest Research Institute, Finland; and at the Japan Society for the Promotion of Science (JSPS) Postdoctoral Research

#### ***INCORPORATING SOCIO-ECONOMIC INDICATORS FOR EVALUATING INNOVATION OPPORTUNITIES FOR SUSTAINABLE BIOECONOMY***

In line with establishing and fostering research in sustainable bioeconomy, the objectives of this project are:

1. to assess the potential resource feedstock availability and its expected use for producing biofuels and bioproducts over time;
2. to understand the life cycle environmental, economic and social implications of developing a sustainable bio-refinery over time;
3. to develop a case study related to life cycle sustainability assessment of bioenergy for undergraduate and graduate education.

This project involves collecting preliminary data in conjunction with developing a system model that is dynamic, integrated and considers the multi-criteria expectations of various stakeholders in developing sustainable bioenergy supply chains. The primary focus is on assessing the life cycle as well as long term environmental performance metrics of bio-fuels and resource consumptions (water and land use, energy). Nonetheless, social and economic aspects such as population increase, growth in rural economy and employment are equally important and considered in the modelling.



**VINCENT J. VAN HEUVEN** (1949), BA in English (1971), MA in General Linguistics (1973), MA in English (1974), PhD in psycholinguistics (1978) all from Utrecht University. Graduate year at Edinburgh University. (1972/73), postdoc at UCLA (1978/79). Now emeritus professor of Experimental Linguistics and Phonetics at Leiden University, honorary professor at Nankai University (China), visiting professor at Groningen University and professor at the University of Pannonia (Veszprém, Hungary). His interests range from phonetics and experimental linguistics to technological and clinical applications.

He has served as scientific director of Holland Institute of Linguistics (1999-2001) and Leiden University Centre for Linguistics (2001-2006), chairman of the board of the Netherlands Graduate School in Linguistics (2009-2013), vice-president/secretary of the Permanent Council of the International Phonetics Association (2003-2011), editor of *Netherlands Phonetic Archives* (1982-1990), *Speech Research* (1990-1992), associate editor of *Journal of Phonetics* (1999-2000, editorial board 1983-2011) and *Phonetica* (2007-2013, editorial board 1983-2013), member of the Royal Netherlands Academy of Arts and Sciences (2009-). (Co-)supervised 42 completed dissertations (9 more in progress). Published 4 books, 8 edited volumes, 58 peer-reviewed journal articles, 83 reviewed book chapters, 80 reviewed papers in conference proceedings. H-index = 23, total citations = 2729 (Google Scholar). RG-score = 26.70.

#### *AN ACOUSTIC CHARACTERISATION OF HUNGGLISH*

English has risen to be the *Lingua Franca* (common language) of the world but this does not mean that international communication is now without problems. When we learn to speak a foreign language after the age of puberty, our pronunciation typically reveals our native-language background. French speakers of English sound French (Franglish), Chinese speakers sound Chinese (Chinglish), and so on. The foreign accent may be so severe that effective communication is compromised. As part of a larger research project I will now try to characterise the peculiarities of Hungarian-accented English (Hunglish) as spoken by academically educated Hungarian speakers of English (but not specialists in English language and literature). The characterisation will be in acoustic terms based on recordings made from 20 representative learners (10 males). I will develop a linguistically interpretable computer algorithm that is able to differentiate the 20 Hungarian speakers of English from peers with a Dutch, Chinese-Mandarin or American-English language background, and which quantifies the strength of the foreign accent. The results can be applied to the development of teaching materials and language tests.



Born in 1940, **STUART HOLLAND** studied and taught history and political theory at Oxford, then became an adviser to British Prime Minister Harold Wilson on European affairs and in 1967 gained the consent of Charles De Gaulle for a 2nd British application to join the European Community on the basis of a confederal Europe, mutual currency support and a European Technology Community.

Resigning from no. 10 when Wilson did not follow this through, he finished an economics doctorate at Oxford and taught at Sussex University. From 1979 to 1989 he was a Labour Member of Parliament and

then worked with Jacques Delors on EU policies for economic and social cohesion, including the recommendation of Eurobonds as a solution to the Eurozone crisis on the model of the Roosevelt New Deal.

He has published papers and books on economic theory, social and political theory, public enterprise, planning, regional policy, economic integration, international development and global economic governance.

***BACK TO THE FUTURE? VALUES, PEOPLE AND CHANGE.***

Change Management is not only in institutions but also about economies and societies. A key example is the contrast between the success of the Roosevelt New Deal and the failure of the Eurozone. But another, at institutional and organisational levels, is allegedly 'new' public management in health which is Weberian in terms of increased hierarchy, Fordist in terms of seeking accelerated throughput and Foucauldian in terms of increased surveillance. The seminar will critique these, and the Bologna Process which, unlike the ambition of the Bologna Declaration, has standardised assessment of merit in higher education. But also offer alternatives which can combine economic with social efficiency in terms of the wellbeing of teachers, researchers and health professionals and the wider welfare of society.



**JODY JENSEN** is a senior research fellow at the Institute of Political Sciences at the Hungarian Academy of Sciences. She is the director of international relations at the Institute of Social and European Studies (A Jean Monnet Centre of Excellence) which she helped to found. For many years she was the Hungarian and then regional director of the international NGO Ashoka: Innovators for the Public which supports social entrepreneurship around the world. She teaches frequently abroad and also works for the European Commission in Brussels for the Jean Monnet Program and the Erasmus Mundus Program. Her major

fields of research and publication include globalization, global governance, transformation of the nation state, governing global markets and global civil society.

***SOCIAL MOVEMENTS AS COMPLEX, SELF-ORGANIZING SYSTEMS: TOWARD A NEW INTEGRATED CRITICAL FRAMEWORK***

The aim of this research is to produce a new analytical framework (perhaps a new paradigm) for research and analysis of social movements which views them as self-organizing and dynamic systems. The research will aim to search for the complex emergence of social movements that are viewed as fundamentally non-linear. The underlying assumptions are that social movements are the result of emergence and differentiation; that they are dynamic communications systems; that they are based on the permanent emergence and self-reproduction of protest practices and structures. They are not, however “determined”, but dependent on old structures that either enable or constrain new structures. The emergence of “order” in complex systems is prompted by small, singular events that result in small disorders that intensify and cause phases of instability where novelty emerges. Social protest is conditioned by social structures and social antagonisms, but prompted by singular events. If the new issues, methods, identities, structures and forms of protest are widely imitated, then what began as a singular innovation can spread within the protest system and transform it. This critical phase reflects the idea of complexity theory that, dependent on initial conditions, small causes can have large effects (butterfly effect). The qualities of self-organization, networking, and synergy as emergent qualities can then be employed to construct a dynamic concept of contemporary protests.



**LÁSZLÓ KÁKAI** was born in Pécs in 1964. At Eötvös Lorand University of Budapest he got a degree in sociology on 1994, and in politics in 1995. He has been an associate professor at the Department of Political Studies of the Faculty of Humanities of the University of Pécs since 1997. From November 5th 1999 to May 31st 2002 he worked as a research expert for the Civil Contacts department of Prime Minister's Office. In 2004 he took a PhD degree, and became the research leader of the Századvég Civil Academy. Since 2003 he has been the President of the Pólusok Association of Social Sciences, and is the South Transdanubian substitute member of the National Council of the National Civil Fund. Head of Department at the University of Pécs Political Science and International Studies, and from 2012, President of the Community Environment College of the National Cooperation Fund

***RELATIONS BETWEEN THE ECONOMIC ENVIRONMENT AND THE NON-PROFIT SECTOR: THE IMPACT OF THE ECONOMIC CRISIS***

Economists have been seeking an answer to the following question for a very long time: why can a country be successful, or rather what the chances of a country are for catching up with the rest of the world? Edmund S. Phelps, the Nobel Prize winner, tried to answer the question of how much cultural variables affect the growth of productivity, economic activity and employment. Maybe I was inspired by this so as to examine the influence of the economic environment on the number and situation of civil organizations regarding the interaction between economic parameters and non-profit organizations.

Notwithstanding the numerous researches on the nonprofit sector, there were very few surveys about the relation connecting the nonprofit organizations to certain economic indications, and, in the light of these relations, about the impacts of the economic crisis on the sector. Did the crisis shake the, not at all stable, economic basis of the sector?

In situations of crisis, the failure of the state, market and independent actions gives a particularly enhanced role to non-profit organisations in the diminution of economic, social and confidence deficits. These non-profit organisations can play a particularly important role in the compensation of the shortcoming of the state and market and, in parallel, in the stability and also in the political and social activation of the civil society.

The question is if, in a situation of economic crisis, the civil society and its organisations have actually become appropriate for overcome the consequences of the current crisis. Whether the impact of the crisis on the evolution of nonprofit organisations can be properly measured by socio-economic indicators? Which indicators are appropriate for this analysis and which effects (macro or micro/local) can be revealed by using the above mentioned indicators?



**ZSOLT T. KOSZTYÁN** is Associate Professor and Head of the Department of Quantitative Methods, University of Pannonia.

His research interest is the development of methodologies to manage complex management problems relating to mathematical models and algorithms of project management, production and maintenance. This research area is on the frontier between Management Science and Applied Informatics.

He won the award of Best Researcher of the Year 2013; He is the winner of the Regional Committee of the Hungarian Academy of Sciences in Veszprém. Last year he won Zoltán Magyary and János Bolyai post-doctoral research fellowships. He is a Board member of the Forum of Business Information Systems (<http://gikof.njszt.hu>), a professional working group of John von Neumann Computer Society.

### ***DEVELOPING RISK-BASED PROJECT PLANNING METHODS FOR LARGE-SCALE PROJECT PORTFOLIOS***

The scope of this research is to develop novel quantitative methods for managing risks of large-scale multi-level projects and portfolios. The new flexible, hierarchical, multidimensional matrix-based methods and evaluation algorithms will deal with complex multi-level projects, portfolios and programs. The proposed new method will support the strategic decisions, like ranking the huge number of possible project scenarios regarding the management claims, and select the best (most important, most probable, with less time/cost/resource demand) feasible project plan.

In this study a novel framework of the risk analysis system will be developed to simulate not only the changes of the task parameters (like: time, cost and resource demands), but the changes of task importance and project structure.

The novelty of the proposed framework is the macro-level (project portfolio level) focus instead of using traditional micro-level (project level) methods, thus it can also be used for tendering agencies to specify an adequate large-scale project portfolio. This interdisciplinary research integrates computer sciences and management sciences.



**RÓBERT MANCHIN** was born in Budapest in 1946 and attended schools named after Bartok, Liszt and Karl Marx. As a research assistant of Andras Hegedus, he started to work at the Sociological Research Group of the Hungarian Academy of Science in 1967. Parallel to that he was playing in the State Philharmonic Orchestra. Later while doing graduate work on the sociology of music at McMaster University, Canada, he was the member of the Hamilton Symphony Orchestra as well. After returning to Hungary, he worked again at the Institute of Sociology, on quality of life, value sociology and established a research group with Elemer Hankiss in 1975. He spent years doing research with Ivan Szelenyi in University of Wisconsin, Madison doing demographic and statistical analysis of very large data sets. Returning to Hungary again, he published the minutes of the parliament (Országgyűlési Tudositasok). Between 1990 and 2014 he was in various top management positions in the US and Europe, leading the research and development efforts of the Gallup Organization. As professor at the College of Europe, he developed a unique course for lawyers, political scientist and others with little interest in numbers, on understanding European social trends using survey and other data. He led a number of pioneering global research projects across the world, working with international agencies from the OECD to the World Bank and acting as a consultant and invited speaker in various government and other events. Returning to a lifelong interest he now uses opportunities to revisit topics from the sociology of music and the study of determinants of quality of life if possible, together with others.

**CULTURE & WELLBEING  
THEORY, METHODOLOGY AND NEW MEASUREMENT CHALLENGES**

The proposed research project is focusing on the impact of culture on quality of life, based on the measurement of subjective experiences. The goal is to critically review past efforts to develop theories on the relationship between culture and wellbeing and to propose appropriate methodologies to assess it in both quantitative and qualitative terms.

The research is building on recent advances in quality of life research but expands it by using methodology that takes into account the new opportunities to measure directly the experiences of those participating in cultural activities.

It is clearly a field where contributions need to be multidisciplinary and where humanities and social sciences have to work together with experts with data and statistics. Qualitative, life-changing, social capital building activities that are being supported by various cultural activities need to provide evidences about the ultimate social outcome. It is not the increased consumption (that is measured when we are looking only at the contribution to the GDP as an impact measure of culture) but a better, sustainable, richer life-attributes that are necessarily qualitative in nature, but are in need of the same rigorous methodologies that are able to capture the subjective experiences of participants and provide the needed evidences for the policy makers



**JUDIT NAVRACSICS** is Head of Institute for Hungarian and Applied Linguistics at the University of Pannonia and Chair of Pannon State Language Examination Centre. Her research fields are bi- and multilingual development in early childhood, the bilingual mental lexicon and bilingual processing. She wrote her PhD thesis on early third language acquisition. Recently she has been working on bilingual word recognition and sentence comprehension with psychophysical tests carried out among bilinguals and Hungarian learners of English with different L2 proficiency levels. Based on her scientific findings, she and

her colleagues has developed a smart phone application 'Lystra' for learners of English who prepare for B2 level language examination. She is the author of four books, 12 edited books and more than 50 articles and book chapters. She is also the main organizer of the Summer School of Psycholinguistics held each year in Balatonalmádi, Hungary.

### ***BILINGUAL SPEECH AND WHAT IS BEHIND-IMPLICATIONS FOR TEACHERS IN THE INNOVATION OF LANGUAGE TEACHING***

Research will be carried out among bilinguals and second language learners in order to show the parallel features of natural language acquisition and formal language learning. Based on previous research of mine, I will show the characteristic features and developmental phases of early second and third language acquisitions, with which I hope to convince language teachers and parents about the personal and social benefits of early second or multiple language acquisition. With the analysis of speech samples taken from bilingual people, I will demonstrate the natural 'mistakes', slips of the tongue and code-switches that are produced in the natural spontaneous and guided speeches of bilinguals. Through these samples, teachers and parents will be able to see the nature of bilingual speech. The research concerning written language processing will contribute to the better understanding of processing two languages at a time. The role of phonological and semantic awareness, the interaction of the two languages in one mind while processing written language will also be shown. This will help teachers see the reasons of written language mistakes and help them with the thematic structuring of vocabulary to be taught, and also with the teaching of spelling and pronunciation. Research into bilingual written sentence processing will demonstrate how the form (structure) and the content (semantics) are processed. In other words, whether syntactic and semantic errors are perceived equally in the two languages, or whether there are temporal and/or accuracy differences in the comprehension of intact and violated structures and contents both in L1 and L2.





**CSABA NÉMETH** is an associate professor at the University of Pannonia. He graduated as a physics, chemistry and philosophy teacher (MS) from the University of Szeged then as a research engineer from the University of Veszprém. He went on to receive a Dr. Univ. from the University of Veszprém and his PhD from Semmelweis University, Budapest. He worked on radiochemistry developing separation methods and then focused his research on environmental radioactivity, radioecology and health physics. Between 2003 and 2005 he worked at the National Institute of Radiological Sciences (NIRS), Japan. His research interests

include astroparticle physics as well. Between 2012 and 2014 he worked at the Sudbury Neutrino Laboratory (SNOLAB), Canada, and at the Brookhaven National Laboratory (BNL), USA on experimental neutrino physics. He has been teaching various subjects such as Physics for Engineers, Vacuum Technics, Radioactive Isotopes in Nature, History of Cosmology, etc. He was awarded the “Excellent Teacher of Engineering Faculty of University of Pannonia” (2011).

***EXPLORING THE PUBLIC ATTITUDE TO RENEWABLE ENERGY IN THE WESTERN TRANSDANUBIAN REGION OF HUNGARY***

My research to be carried out at ISES aims to explore the public attitude towards renewable energy and to provide information about public opinion concerning the willingness to use energy coming from different types of sources, in the context of renewable versus traditional ones, via a survey. Sustainability is a complex topic with its economic, social, environmental and cultural aspects and I would like to approach it from the side of energy consumption. This survey, in its first phase, focuses on the Kőszeg region, however it can be extended in the future. One major part of the analysis and discussion will be the comparison of the “desires” with the possibilities. I am intending to use up-to-date results coming from my colleague, Dr. Szabolcs Varga, who is also a research fellow of ISES and he plans to estimate the potential of renewable energy sources in the region (Western Transdanubian). Making a comparison between the potentially available environmental friendly energy sources and the willingness to use those by the people can give us important information which can provide useful inputs for decision makers and public debates.



**BEÁTA SZ. G. PATÓ** Ph.D, **Associate Professor** (University of Pannonia, Faculty of Economics, Veszprém, Hungary) holds an MSc in industrial engineering, (1998) from the University of Veszprém; a BSc as a theology teacher from College of Theology, Eger (1999); a PhD (2007) from Pannonia University, Veszprém; she is a Pedagogue with Special Qualification Examination, Public Education Manager at Budapest University of Technology and Economics Faculty of Economic and Social Sciences (2014). Before her university career she worked for several companies, therefore she has significant corporate experience.

She teaches job descriptions, logistics, distribution logistics, supply chain management, materials management. Her research and development projects are supported by US and European Union grants. Her focus of research is job descriptions, competencies, tasks, and logistics. Beáta can be contacted at patog@vnet.hu, patog@gtk.uni-pannon.hu, at the Department of Supply Chain Mangement, Faculty of Business and Economics, University of Pannonia.

### ***VISUALIZATION OF MULTIDIMENSIONAL CONNECTIONS IN SUSTAINABLE HUMAN RESOURCE MANAGEMENT***

Classification and finding correlations are widely used research methods. Visualization of results is also important. In previous research I worked out a technique to map multidimensional connections in using multiple 3D objects (tetrahedrons). This is fundamentally different from the traditional 3D 2D mapping. First I used the tool for job design, namely to discover connections between responsibilities and competencies.

The aim of research:

- The further development of an innovative methodology: the creation, checkout, physical and/or virtual development of a “general scientific model consisting of the network of five tetrahedrons” for academic and practical use.
- Exploiting the synergetic effects of different disciplines and strengthening their connections.
- The testing of the 3D model through real job descriptions at the enterprises of the region and/or at the municipality of Kőszeg. Result will be utilized at the Mayor’s Office and in a sister town.
- The model attempts the 3D expansion and detailed elaboration of job descriptions.
- The model of the five tetrahedrons was registered in the Patent Office and is still under design protection (its registration number is 90806 based on the file number D0500121).
- The result of the research is the advanced prototype of an organizational-leadership tool, which will allow for the development and harmonization of processes by revealing the connections between them.





**PROF. ATTILA PÓK** is deputy director of the Institute of History at the Research Centre for Humanities of the Hungarian Academy of Sciences in Budapest, vice-president of the Hungarian Historical Association, recurring Visiting Professor of History at Columbia University in New York. His publications and courses cover three major fields: 19th-20th century European political and intellectual history, history of modern European historiography with special regard to political uses of history and theory and methodology of history. His works in English include: **A Selected Bibliography of Modern Historiography** (*Bibliographies & Indexes in World History*, Number 24) Greenwood Press, New York/Westport, Connecticut-London, 1992., **The Politics of Hatred in the Middle of Europe. Scapegoating in Twentieth Century Hungary: History and Historiography.** Savaria Books on Politics, Culture and Society. Savaria University Press, Szombathely, 2009, editor with Randolph L. Braham: **The Hungarian Holocaust after Fifty Years.** Columbia University Press, New York, 1997., editor with Stuart Macintyre, Juan Manguerra: **The Oxford History of Historical Writing, Vol. 4.** Oxford University Press, 2011.

**HUNGARIAN COLLECTIVE MEMORY AND MEMORY POLITICS IN A EUROPEAN CONTEXT**

**1989-2010**

**A CASE STUDY IN CONTINUITIES AND DISCONTINUITIES, GLOBAL, REGIONAL AND LOCAL APPROACHES TO MEMORY AND MEMORIALIZATION**

The research question of the project is: why and how did confrontations along the line of memory politics limit the capability of the Hungarian political elite to represent a consensual national interest in Eastern Central European, European and global conflicts during a critical transition and post-transition period following 1989-90? Why did the numerous debates on key issues of Hungarian and modern European history in Hungary not lead to a German type of *Historikerstreit*? Namely, I argue that these series of exchanges and their aftermath in Germany have contributed to stabilizing the German political situation, whereas the post-1990 Hungarian historical-political debates moved Hungarian political culture into the opposite direction.

Thus the underlying big issue surrounds the limitations and possibilities of a liberal democracy in Hungary. The research uses three types of comparison: respective debates in various European countries, Hungarian debates between 1945 and 1989 and collective memory in Kőszeg.



**GYULA M. SARY**, MD, PhD, DSc, is head of Department of Physiology at the University of Szeged, Hungary, where he teaches Medical Physiology for medical, dental and pharmacy students.

His main research field is the visual system, especially shape and object vision in monkeys and humans. His group conducts experiments regarding the following areas: neuronal coding of shapes in the visual areas, binding of different modalities into a coherent percept, effects of aging on the visual system, the role of the magno- and parvocellular pathways in visual recognition.

Lately he has got involved in linguistic research, where he develops psychophysical software for studying bilingual written word recognition and sentence comprehension. He is the co-author of several articles and book chapters in this field.

### ***EXPLORING BILINGUALS' VISUAL PROCESSING OF WRITTEN LANGUAGE***

We intend to collect data regarding syntactic and semantic language processing in bilingual individuals to answer the question of the importance of linguistic typology. Checking visual word recognition we can see the extent to which phonological and semantic awareness are needed for making language decisions. We would like to extend our investigations using EEG. Since EEG signals are based on electric events the method has an excellent temporal resolution.

We will write, test and use software to be used specially for testing the bilingual mental lexicon. Response latency, accuracy rate of data will be collected from psychophysical and electrophysiological tests. The flexibility of the software enables the use of it in language decision and lexical decision tests, phonological and semantic rhyming tests, and written sentence processing tests (both semantic and syntactic). The subjects will be volunteers with Hungarian as L1 and English as L2 languages.

The software should be synchronized with the recording of scalp electrical signals (EEG). Source analysis of the EEG recordings will be used to search for active brain areas while processing languages.

Regarding the theoretical background for this work I count on my co-author's (Judit Navracsecs) assistance.



**JAMES M. SKELLY** is a faculty member at the Institute for Social and European Studies, in Kőszeg, Hungary, where he recently received a New Central Europe 2 Fellowship for research on “Constructing European Identity and Citizenship” from the University of Pannonia. Dr. Skelly’s work will build on previous research as a TAMOP Fellow in 2012 for research on a new conceptual basis for identity.

Dr. Skelly served as the Director of the Baker Institute for Peace and Conflict Studies and Professor of Peace Studies at Juniata College in Pennsylvania from 2012 to 2015. Prior to that he was Visiting Professor of Peace Studies at the University of Ulster in Northern Ireland, and Coordinator for Peace and Justice Programming at the international education organization, BCA. He also has served as the Associate Director of the University of California’s Institute on Global Conflict and Cooperation; New York University’s Centre for War, Peace and the News Media; the Irish Peace Institute; Academic Coordinator of the graduate program in Peace and Conflict Studies of the European Peace University in Austria; and, as a Visiting Scholar at the Institute of International Studies of the University of California, Berkeley (1991-92) with sponsorship from the MacArthur Foundation.

***CONSTRUCTING EUROPEAN IDENTITY AND CITIZENSHIP:  
BEYOND NATIONAL IDENTITY?***

The aims of the research project are several fold and include: exploring the manner in which national identity is valorized in various European states, especially those of Central Europe; assessing the broader social, political, and economic factors undermining the traditional bases for national identity; identifying the concomitant obstacles to constructing a significant sense of a European identity; and, the development of an innovative approach to European citizenship that transcends the traditional conceptual pillars upon which identity is constructed. Finally, it will outline an innovative educational curriculum project for third level institutions, aspects of which could be used at primary and secondary school level. This might be called something akin to “rethinking human identity and citizenship.” The challenge, therefore, is to explore a pedagogical strategy that transcends the conceptual foundations of essentialist notions of identity and offers an educational project for the development of European citizenship that does not depend upon “otherness. At a theoretical level, the most innovative aspect of the research is the attempt to critically root the difficulties of constructing identity in the semiotic problems associated with self-identity, and to therefore articulate a perspective that provides a basis for European citizenship that transcends such difficulties.



**LAJOS SZABÓ** (*PhD. Habil. Associate Professor, Head of Department of Management*) was educated at the University of Pannonia (Master in Engineering Management) and ENI Scuola Superiore Enrico Mattei, Italy (Master in Energy and Environmental Economics). He received his Ph.D. in Engineering Management in 1997. He is a founder member of the Hungarian Project Management Association. He has published numerous articles and presented his work at national and international conferences. His main field of interest includes intercultural, project and knowledge management. He is the co-leader of the “Strategy research group” of the Faculty of Business and Economics. His research group has successful cooperation with research groups in Germany, Denmark, Netherland, USA and Romania. He was the Program Chair of the KMO 2010 (Knowledge Management in Organisation) Conference in Veszprém.

He was a guest researcher at the Technical University of Darmstadt, Germany from 1999 to 2000 and at Nazareth College, Rochester, USA in 2006.

He was the Vice Dean (2007-2012) and the Dean (2012-2015) of the Faculty of Business and Economics.

#### **SUSTAINABILITY IN PROJECT MANAGEMENT**

The research focuses on projects and project management. The aim of the research is to develop a model to assess how projects provide a successful outcome through which the organization contributes to the local and regional development. The expected outcome of the research is an integrated model in which sustainability, creativity and innovation appear, based on which we can analyze the relationship between these components and the organizational projects. The main focus is on the following key areas:

**Sustainability:** the aim is to reveal how projects contribute to local and regional business and social development as well as to the environmental protection.

**Innovation:** the aim is to discover the innovation potential of the projects and to analyze, how different forms of innovation contribute to the local and regional business and social development as well as to the environmental protection.

**Creativity:** the aim is to explore how sustainability and innovation are supported by the degree, extent and intensity of individual, organizational and social creativity.

The model will be validated through empirical analysis. Selected project managers will be interviewed. The model will be finalized based on these best practices.



**ANITA TRNAVČEVIĆ** is full professor at the Faculty of Management, University of Primorska. Her research interests are in the fields of qualitative research methodology, sustainable development, education policy analysis, and marketization of public education.

She was involved in national projects (for example, “Marketing culture as tool for strategic planning in post- transitional economy”) and international projects (“KNOW US”). She is mentor to doctoral and Master students. Her publications are in national and international journals, and in monographs. She also publishes critical comments on educational issues in daily newspapers.

### ***GLOBAL ACADEMIC IDENTITY: A PATH TO STRENGTHEN INTERNATIONALISATION***

In 2013, the European Commission announced an increase of 40% in the budget for the new programme Erasmus+, or a total of 14.7 billion EUR for the time period 2014–2020. The Multiannual Financial Framework, of which Erasmus+ is a part, was adopted in November 2013 (Klemenčič and Flander, 2013).

The project is related to the issues of European integration, mobility, internationalisation and development of common European space, as well as to the issues of ‘global academic’ and job market. It would be assumed that teachers/researchers who had used the opportunity of the Erasmus program for mobility frequently, meaning every year in at least three consecutive years, started to change their academic identity in the sense that they began to perceive themselves as ‘European’ academics. If so, there are challenges for policy makers in terms of developing strategies by which common European space could be enhanced.

In order to collect empirical data semi-structured individual and group interviews will be conducted and data analysed by open coding with the purpose of identifying the elements of ‘global academic’, and how this identity is recognized by students. Data will be sought that Deans and Rectors could use in the development of their internationalisation policies.

Results from the study would be beneficial and useful for policy makers at the institutional and national level.



**SZABOLCS VARGA** is an associate professor of the Institute of Physics and Mechatronics, Faculty of Engineering, University of Pannonia in Veszprém. He graduated as a physicist at the József Attila University of Sciences in 1996 (today: University of Szeged), and obtained his Ph.D. in Chemistry from University of Veszprém in 2000 (today: University of Pannonia). In the past fifteen years he has worked in various field of liquid crystal research. He constructed models and molecular theories for both thermotropic and lyotropic liquid crystals and determined the stability region of several mesophases such as the

nematic, smectic and columnar phases. Now he is focusing on the effect cylindrical and planar confinements on the stability of isotropic and nematic fluid phases. He is also interested in sustainability, environmental and energy issues. He plans to study the possible role of renewable energy resources in the future of mankind.

#### ***RENEWABLE ENERGY POTENTIAL OF KŐSZEG REGION***

The future of mankind depends strongly on the produced electric and heat energies. The energy crisis stems from the exponentially increasing energy demand, running out of fossil energies and the lack of enough power plants using renewable energy resources. In my research project I examine in which extent Kőszeg can be made “green” in future and I search for the possibility of energy independence of the region using renewable energies. The following renewable energy types will be considered: 1) Solar heat energy, 2) photovoltaic energy (solar cells), 3) wind energy and 4) bioenergy (wood, crops, biomass, biogas, biofuel, etc...). From this study one can see whether the forthcoming energy crisis can be avoided on local level or not in energy-poor regions such as Kőszeg. I will try to determine what combination of the renewable energies and fossil energies would be ideal for the region to maintain the present state of biodiversity, forest and natural fields. In addition to this study I would like to extend my “Renewable Energy Resources” course held in University of Pannonia with the new results obtained in Kőszeg.





**PROFESSOR MICHAL VAŠEČKA** is a sociologist, he works at the Faculty of Social Studies of Masaryk University in Brno. Michal Vašečka is a founder of the Centre for the Research of Ethnicity and Culture, he served a director of the CVEK in the period from 2006 to 2012. He has been a consultant to the World Bank in 2000-2008 and in 2011-2012. In 1999 - 2005 he worked at the Slovak think-tank Institute of Public Affairs as a researcher and since 2000 as a program director. In the past he operated also at the Faculty of Social and Economic Sciences of the Comenius University Bratislava, Academia Istropolitana,

Open Society Foundation, InfoRoma Foundation, and Documentation Center for the Research of Slovak Society in 1991-1995. As a visiting scholar he operated at the New School University in New York (1996-1997) and at the University of London (1998). In 2008-2009 he lectured at the Georgetown University in Washington, DC, and in 2015 at the University of Michigan in Ann Arbor.

Since 2010, he has a member of the Board of the Fulbright Commission in Slovakia (chairman of the Board since 2012). In 2010-2012 he was a member of the APVV Board for social sciences. Since 2007 he is a research fellow at the Institute for the Study of Labor Bonn. Since 2010 Professor Vašečka serves as a non-resident research associate at the European Centre for Minority Issues in Flensburg, and since 2014 also as a member of the Advisory Board of the ECMI Flensburg. In 2012-2013 he served as an external advisor to the Minister of Foreign Affairs of the Slovak republic in human rights issues. Since 2012 he serves as a representative of the Slovak republic in the European Commission against Racism and Intolerance (ECRI), human rights body of the Council of Europe. Since 2013 he is a member of the Executive Board of the Platform for Improvement of Health Status of Disadvantaged Groups, chairman of the Platform since June 2015.

***RETHINKING MINORITY AND MIGRATION POLICIES IN CENTRAL EUROPE:  
THE CLASH OF ETHNIC PARTICULARISM AND LIBERAL UNIVERSALISM.***

The proposed project attempts to revisit and reconstruct minority and migrant policies in Central European countries vis-a-vis the recent asylum seekers crisis within EU. The author focuses on structural conditions for a shift in minority and migrants policies in countries of the Central Europe toward the ones that will enable full accommodation and incorporation of minorities and migrants. to the research will analyze pre-conditions for a shift from ethno-cultural to legal-political definition of a nation, and internal potential for redefinition of the core solidarity based on ethnicity to core solidarity based on modern citizenship. By analyzing particular programs, strategies, and policies of Central European countries, the research would suggest how to reconcile two antagonistic principles that accompany modern states since the dawn of modernity - liberal universalism promising equal treatment for all and ethnic particularism that favours one group based on tribal pre-modern thinking. This research aims to formulate practical guidelines for policy makers on how to reformulate integration and migration policies.



**MARJOLIJN VERSPOOR**, Professor of Linguistics at the University of Pannonia, has two main research interests: the dynamics of second or foreign language development and how best to teach a foreign language in an instructional setting from a dynamic usage based view. She has published widely on these two topics and seeks evidence that her approach works in the Hungarian context.

***A DYNAMIC USAGE-BASED APPROACH TO LANGUAGE  
LEARNING AND TEACHING: FROM THEORY TO PRACTICE***

Levels of foreign languages in Hungary are notoriously low (Navracsics 2013) and in need of improvement. Reportedly, the teaching approach followed throughout the educational system is fairly traditional and grammar-oriented. This is not the case only in Hungary; this is still the case in many countries (de Bot 2015). The importance of higher levels of proficiency for English but also for other languages is obvious in the European setting. English acts as a lingua franca, which is used in many parts of society. For example, in Germany and the Netherlands, the majority of Master programs at universities are taught in English. So access to the European higher educational space is dependent on sufficient proficiency in English and preferably another language. The traditional approach to language teaching has now been sufficiently shown to be inadequate, and there is a need to change. In this project, a new approach is developed and tried out on a firm theoretical basis. The PI of the project has extensive experience with developing textbooks and teaching materials.



**CHRISTOPHER WALSCH** is a Visiting Professor at the International Study Programs Center of Corvinus University Budapest. From 2012 to mid-2014 he was a Senior Research Fellow at Andrassy Universität Budapest. Currently he is a New Central Europe Scholar at ISES Kőszeg. He received his Magister philosophiae in history and his PhD in economic history at the University of Vienna, Austria. He also obtained an M.A. in International Relations and European Studies from Central European University, Budapest, and an M.Sc. in Development Studies from the School of Oriental and African Studies, University of

London. His research focuses on North-South-Relations, on the Global South, and more generally on questions of development. Over the last ten years his regional focus has shifted to Central and South East Europe and the various European integration processes of the newer member and applicant states of the European Union. Christopher is the author of the monograph *Die Afrikapolitik Frankreichs 1956–1990 [The Africa policies of France 1956–1990]*, published in 2007.

***FROM VISEGRAD FOUR TO VISEGRAD SIX? NEW PERSPECTIVES FOR CENTRAL EUROPEAN COOPERATION TWENTY-FIVE YEARS AFTER THE FALL OF THE IRON CURTAIN***

This research will closely analyse the current challenges and future chances of Visegrad Four (V4) cooperation and its possible enlargement with its neighbours Austria and Slovenia in order to make the group stronger. Europe as a whole is facing challenges in several fields: politically (e.g. the rise of populist and anti-integrationist movements), economically (how to deal with the economic crisis), and in terms of security (how to deal with the Ukraine-Russia crisis). Some of these challenges are also manifest in Central Europe. V4 has gone through turbulent times recently. Firstly, it is the reaction to the Ukrainian crisis that separates Poland from the other three countries by proposing a hard line towards Russia. Secondly, it is a friendly stance of Hungary towards Russia combined with anti-EU rhetoric of the Hungarian prime minister that separates the country from the other three Visegrad partners. Thirdly, it is Austria that has taken up an offer of the Czech Republic, which includes also Slovakia, to sign the “Slavkov Declaration” to cooperate more closely in the likely future. All three events give reason to contemplate how the Visegrad Four will deal with these political earthquakes.



**LASZLO Z. KARVALICS** (53, PhD, Hab., MA in History, Literature and Linguistics, ELTE, Budapest.) is the founding director of BME-UNESCO Information Society and Trend Research Institute, an associate professor, former Head, Department of Cultural Heritage and Human Information Science, Faculty of Arts, University of Szeged. Fulbright Research Scholar, George Washington University, Centre of International Science and Technology Policy (2006), Georgetown University, Department of History (2007). Teaching and research on information society, social impacts of information technology, comparative

analysis of national information strategies, information history, press history, education in the information age and knowledge management theory and practice. Invited expert in several EU-projects and events. Hungarian representative of UNESCO Information for All Program (IFAP). Key person of the Hungarian Information Society strategy making. Founding editor of the Hungarian language Information Society quarterly. His best-selling books are (in Hungarian): Introduction to Information History (Gondolat, 2004) Information, Society, History (Typotex, 2003) Searching of the Information Society (Aula, Budapest, 2001) Toothpick on the Net (Prím, Budapest, 2000) Information Society (from technology to the human aspects) (Muzsaki, 1995). His latest book in English: Information Society Dimensions (JATE Press, 2009).

#### **INFORMATION HISTORY AND KNOWLEDGE GOVERNANCE ASPECTS OF KRAFT AND TALES OF HOUSES PROJECTS**

*Historic buildings, strategic development possibilities* - article and policy recommendations with Tamás Fejérdy

*Elaboration of new KRAFT-modules* (a, motivation and awareness raising, b, dissemination of future-oriented thinking c, inventory of unique potentials)–Pro Domo document

*Waterfront-reconstruction and knowledge-based development of river Zala in Zalaegerszeg. Vision panorama* - Programmatic essay

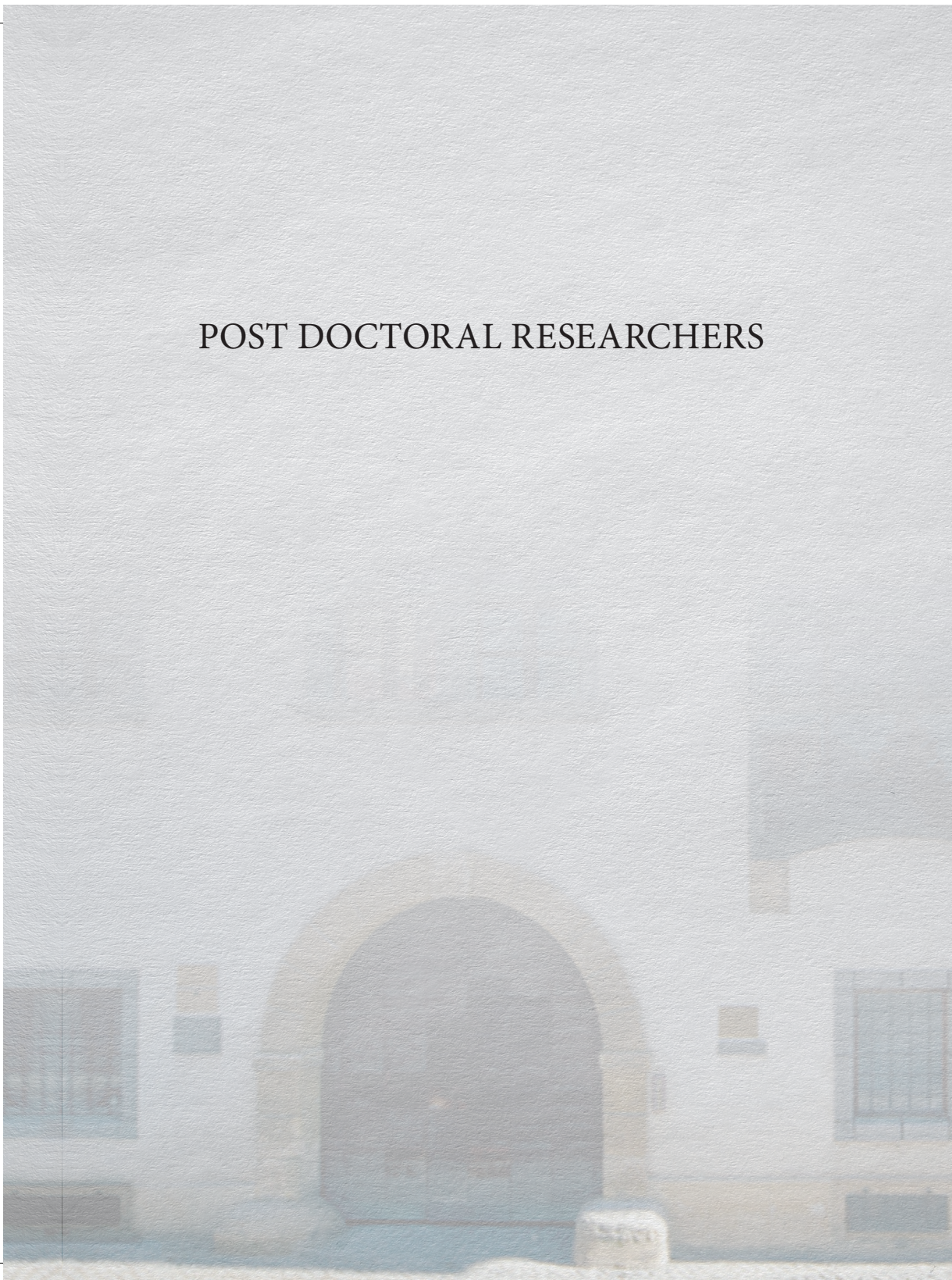
*Symbolic, strategic and personal aspects of Cultural Heritage* - Curriculum concept

*Every house has a history* - Interview with Stacy Ellen Kozakavitch (for the “Tales of Houses” Project)

*Information microhistory–everyday information behavior.* Draft of a research module for the “Tales of Houses” Project

*Information History and Family History* (lecture)

# POST DOCTORAL RESEARCHERS





**SZILVIA BÁTYI** took her MA degrees in teaching English Language and Literature and History at the Ferenc Rákóczi II Transcarpathian Hungarian Institute (Ukraine) in 2007. In the same year she entered the Applied Psycholinguistics programme at the Linguistic Doctoral School, University of Pannonia (Veszprém), where she completed her PhD in 2011. In the period of 2007–2011 she had several national and international scholarships including the *Ministry of Education Scholarship*, the *Hungarians Outside Hungary Scientific Scholarship*, *Erasmus professional practice* spent in CLCS, Trinity College, Dublin

(tutor: David Singleton) and a research visit at Comenius University, Bratislava, covered by *Visegrad fund*. In 2012 she joined the academic staff of the Department of Applied Linguistics at the University of Pannonia, where she currently works as an assistant lecturer. Her research interests include bi- and multilingualism, linguistic landscape, and language attrition.

#### **WHAT HAPPENS TO HUNGARIAN(S) ABROAD?**

European integration has created many possibilities for citizens inside and outside of the European Union with the biggest increments of mobility and migration. The dynamically changing communities of the European (capital) cities bring one or more languages and cultures with them to the host country, which are in constant interaction with the majority language and culture of this new environment. The research wants to explore the linguistic and cultural strategies, histories, attitudes and motives of the Hungarian communities and the way the myths and preconceived ideas about the language use and intentions of migrants existing in the Hungarian society can be refuted or proved. The target group of the study will be Hungarians living in the Netherlands and Great Britain. The main research question is to what extent Hungarians abroad have maintained their language and what factors can explain individual differences within the groups. More specifically, the research will focus on the identification of further factors that play a role in language attrition/retention, finding out the motives of migration (choosing the target country/countries, intentions of returning and factors that govern these decisions), finding strategies of language maintenance, and attitudes towards the host nation/culture and the nation/culture of origin.



**KLARA BENDA** obtained her PhD in Human-Centered Computing from the Georgia Institute of Technology in 2014. She also holds an MA in Sociology from Eötvös Loránd University in Hungary. Her doctoral research was looking at the social and cognitive-epistemic aspects of innovation in large-scale software development. She is interested in the evolution of information technologies amidst an interconnected web-based software landscape, and the role of professional and other forms of knowledge in this process. She also seeks to connect the social and cognitive-epistemic threads in the account of technological change. After her fellowship, she is looking forward to start a postdoc at the IT University of Copenhagen with the Technologies in Practice group.

***INNOVATION WITH BIG DATA AS A SOCIAL METHOD AND AN ASSESSMENT OF OBSTACLES AND OPPORTUNITIES FOR HUNGARY***

Over the last decades, we have been witness to the emergence of an evolving digital habitat of interconnected digital technologies. An increasing portion of human activities takes place in the digital realm, fueling the production of digital data as a byproduct of these activities. Big Data has become a trendy area of innovation, especially for management-related applications. In general, the social sciences have been slow to engage with digital data, but new approaches and methods are increasingly being formulated to integrate the digital imprints of cultural activity in social analysis. My research seeks to overview these approaches from an epistemic perspective. The goal is to provide epistemic profiles of data-based practices in the social domain, with an emphasis on their social and material entanglement. I will survey approaches such as digital methods, controversy mapping, online field experiments, machine-learning, interventionist approaches and social bots used for research with the help of the available scholarly literature and practical accounts. For this purpose, a grounded theory approach will be used in combination with the framework of distributed cognition. Results can be further used to assess local opportunities for innovation with regards to their social and material conditions.



**PÉTER BOKÁNYI** earned his PhD in 2006 at the Doctoral School of Literary Studies at Eötvös Loránd University, Budapest in the field of modern Hungarian literature. He has been an external lecturer at the Department of Literary History and Education at Berzsenyi Dániel College (later: University of West Hungary), Szombathely. Since 2001 he has been managing editor of the literary and arts journal *Életünk*. He worked as an educational expert for Hungarian-language schools in Slovenia in 2008. In 2009 he gave lectures at the cultural heritage management post-graduate courses of ISES Foundation.

***THE ROLE OF REGIONALITY IN LITERARY HERITAGE MANAGEMENT: A CASE STUDY OF KŐSZEG***

My research field is regional literature and the historical novel: in this project I examine how the regional literary canon effects local identity and how it can be made transparent and original at given places to tourists visiting the region. Kőszeg is an excellent place for this study: the history and literary heritage of the micro-region opens the door to studying the connections between originality and universality.

Literary heritage is one primary generator and marker of identity, an evident print of regional consciousness and, therefore, it can be the ground of KRAFT-researches in the interaction of this way of thinking and planning, especially in the field of cultural tourism.

The goal of my research is to work out the method of these studies on the case study of Kőszeg in a way that it can be adapted to other cities and regions. Field-work is the base of my research, which asks and involves local people and plans in the results tracing out of this inquiry.





**NICK CHANDLER** joined the Faculty of Finance and Accounting of the Budapest Business School in 1997 and has taught a range of topics including Strategic Management, Negotiation Techniques, and Human Resource Management. He has been a visiting lecturer at universities in France and Belgium. His research interests include organisational culture and subcultures, governance in higher education in Hungary, market orientation in higher education and evolutionary models of organisational orientation. He is a member of the international editorial board of the Pedagogical Journal of the Association of

Educational Sciences and a reviewer for the Journal of Management, the Journal of Human Resource Management Research and the Personnel Review.

### ***THE COMPOSITION OF ORGANIZATIONAL CULTURES IN HIGHER EDUCATION INSTITUTIONS ACROSS HUNGARY***

The dissertation completed for my PhD was concerned with a case study of the organizational culture in a Higher Education Institution (HEI), namely the Budapest Business School. The investigation was concerned with the composition of culture in the institution. Five subcultures were found to exist and these were further investigated in terms of their potential impact upon the functioning of the organization in general and their impact upon one another in particular. Another dimension of this study was concerned with the potential for a market orientation, due to or in spite of these subcultures. It was recommended to me by the reviewers and colleagues that I should develop this study in light of the current transformations occurring in Hungarian higher education and consider a much wider sample of Hungarian institutions as this would allow for generalizability and give a clearer indication of the challenges, the strengths to be built upon and the obstacles to be overcome for higher education institutions in Hungary. Upon the recommendation of colleagues at Pannonia University, I am also considering the possibility of developing this research for use in the private sector as well.



**TIBOR CSIZMADIA** is an associate professor of the Institute of Management, Faculty of Business and Economics, University of Pannonia in Veszprém. He graduated in Engineering Management with a specialisation in Production Management at the University of Veszprém in 1999 (today: University of Pannonia) and obtained his Ph.D in Business Administration in 2006 at the University of Twente (The Netherlands). He has published numerous articles and presented papers at national and international conferences. His research interests are quality management, education and curriculum development, and change

management. He is Vice Dean (2010- ) of the Faculty of Business and Economics, University of Pannonia. He can be contacted at [csizi@gtk.uni-pannon.hu](mailto:csizi@gtk.uni-pannon.hu).

#### *ATTRIBUTIONS OF PERSONAL CREATIVITY*

How to develop creativity and innovation for achieving more innovative and sustainable societies is at the core of the current education agendas in the majority of countries around the world. Understanding and nurturing the creative potential is relevant in education if we want students to be able to solve practical, academic and personal problems and challenges, to find innovative solutions and alternatives, and to have better tools and resources for success in a fast-changing world. This paper reports on a systematic review of relevant educational research, policy and professional literature related to the key attributions of creative skills, i.e. creative problem solving and creative thinking. The research will also discuss the evidence for identifying new teaching methods and new assessment techniques which promote creative skills development in students.



**EGOR FEDOTOV** was a Fellow at the New Europe College, Institute for Advanced Study, Bucharest. His research interests lie in the area of ethnic/language politics in Europe, with special focus on Romania, Slovakia, Ukraine, and Austria. He was awarded several grants and scholarships for his research.

***IDEAS, STRUCTURES, AND INSTITUTIONS: THE POLITICS OF LANGUAGE IN EUROPE***

The proposed book-length project examines the politics of language in four European states, Romania, Slovakia, Ukraine, and Austria. Specifically, a focus in the present research proposal is on Hungarian minorities in Romania and Slovakia, Russian speakers in Ukraine, and Slovenes in the southern Austrian province of Carinthia. With the partial exception of Austria, the time is post-1989. The two most contrasting cases are Romania and Ukraine. While in the former a politics of interethnic compromise gained the upper hand, in the latter, a politics of confrontation carried the day. The proposed research project looks in particular at the possible influence of ideas on the behavioral strategies of ethnic/linguistic minority elites. A focus on the behaviour of the above elites themselves stands out, as the present research proposal aims to argue.



**ILDIKÓ ERNSZT** works as a senior lecturer and researcher at the University of Pannonia, Faculty of Economics. From 2002-2011 she taught Public International Law at Károli Gáspár University of the Hungarian Reformed Church, Faculty of Law. She received her Law degree from the University of Pécs in 2001. She continued her post-graduate studies in Economics for Lawyers at the University of West Hungary, Faculty of Economics. She received her PhD degree in International Law from the University of Pécs, Faculty of Law in 2007. The topic of her doctoral thesis was the “security of civil aviation”. She was a

scholar of the University of Vienna, the Rhodes Academy of Oceans Law and Policy, the Hague Academy of International Law, the Academy of European Law in Florence, and the Xiamen Academy of International Law

***THE IMAGE OF A ‘SLOW CITY’ - SUSTAINABILITY AND THE SLOW MOVEMENT FOR THE HARMONY BETWEEN THE BODY AND THE SOUL***

The image of a sustainable ‘slow city’ could be established, where the harmony between body and soul can be created. The package of this image contains several elements, from which I concentrate on the slow-tourism image, the secure, healthy local food systems, the slow food movement, and finally the special alternative natural healing treatments which contribute to the fight against everyday stress. The philosophy of slow tourism is marked by locality, sustainability, social well-being, and an experience-based approach which may be personalized. The ‘slow food’ movement extends far beyond premium quality food: it also embraces fair prices, organic food production, the propagation of local food traditions, as well as food and taste education. Alternative, complementary medicines live their renaissance and fit perfectly into the image of the slow, sustainable city. I examine how these concepts could contribute to the image of small, peaceful cities, where the vivid cultural life can be supplemented by these philosophies.



**GYÖNGYI FÁBÁN** is a language teacher, lecturer, teacher trainer, and education specialist in teaching English and Hungarian languages. She has worked as materials writer and curriculum and material developer with several national and international projects. She has a PhD degree in Educational Studies, and currently works as Associate Professor in the Institute of Hungarian and Applied Linguistics at the University of Pannonia, Hungary. She has written several course books. As a researcher, her special interests include general and language teachers' roles, behaviour, and thinking in Hungary.

***THE CRITICAL THINKING LEARNING CONTEXT: A STUDY OF NATIVE AND NON-NATIVE EFL1 TEACHERS' CLASSROOM BEHAVIOUR***

The research is proposed to develop critical thinking in Hungarian education both in the area of theory and the area of practice. It provides an outline of the dimensions of the critical thinking concept and integrates the current theories into a wider conceptual framework in order to allow a more comprehensive approach to the study of critical thinking practices of teachers and students alike. First, it briefly presents the findings of the philosophical, the psychological, and the educational schools of thought in the subject area to identify the main trends of critical thinking studies. The thought, the personality, and the process are highlighted as the three main aspects of the individual component of the critical thinking concept. However, a comprehensive understanding of the concept requires a wider approach comprising the social, the contextual, and the cultural components of critical thinking behaviour, which are often neglected aspects of research. While teachers are key figures in education, and a lot of attention is paid to developing and improving methods of teaching critical thinking in the western classroom, little evidence of teachers' authentic classroom practices has been gathered. The research makes an attempt to identify some typical features of EFL classroom contexts through the study of the classroom behavior of native and non-native teachers. Within this context special emphasis will be put on critical thinking-related factors.

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1 EFL = English as a Foreign Language



**PETRA GYURÁ CZ-NÉMETH** has been a senior lecturer at the Department of Tourism, Faculty of Business and Economics, University of Pannonia, since 2011.

She graduated as an Economist specialized in Tourism and Hospitality in 2005. She got her master's degree in Economics specialized in Marketing management. Her main research field has been hotel quality and innovation; she wrote her PhD thesis in this topic. She teaches subjects in connection with hotel operations and management, as well as service quality. Petra gained practical experience when she was working in an

international chain member hotel, in a tour operator and in a tourinform office. She has international teaching experience in the United Kingdom (three times) and Slovenia (twice), where she taught undergraduate and graduate students as well.

She is a founder member of the Education board of the Hungarian Hotel and Restaurant Association.

#### ***DEVELOPING A QUALITY ASSURANCE SYSTEM FOR THE HOSPITALITY SECTOR OF KŐSZEG TO REACH ECONOMIC, SOCIAL AND ENVIRONMENTAL SUSTAINABILITY***

The aim of the research is to develop a quality assurance system which is customised to the attributes of Kőszeg. During the research guest satisfaction is being investigated to improve the hospitality services and find out which factors are more important to assure guest satisfaction. This will provide a basis to develop a system which can be used to classify the different hospitality service providers in the town.

One of the most important bases of the current research is the Hotelstars Union classification, which is compulsory for Hungarian hotels. In contradiction to this system, this research starts by looking at already made customer satisfaction survey results and prepares its own questionnaire which will be filled out by Kőszeg visitors. The new system is going to be developed according to their opinions, perception and expectations.

As the result of this research a standardisation/classification document is being prepared. It is going to be understandable for service providers and tourists as well but have a scientific and professional background, which is a basis for a creating a usable and valid system.



**CSABA HEGEDŰS** is a Senior Lecturer at the Department of Quantitative Methods, University of Pannonia. He graduated in Engineering Management specializing in Production Management in 2008 and received PhD degree in Business Administration and Management Sciences in 2014. His research interests are operation management, quantitative methods of quality control, reliability and risk management. He is a member of the Decision Sciences Institute.

Csaba Hegedűs can be contacted at [hegeduscs@gtk.uni-pannon.hu](mailto:hegeduscs@gtk.uni-pannon.hu) and at the Department of Quantitative Methods, Faculty of Business and Economics, University of Pannonia, Veszprém.

### ***NON-PARAMETRIC METHODS IN RISK MANAGEMENT AND PROCESS SUSTAINABILITY***

The purpose of this research is to put the process control into a higher interdisciplinary context and handle its connection to the social, ecological, legal and technical environment during the course of control. In order to ensure the sustainability of a process every consequence associated with the control decisions should be taken into account and not only the ratio of the decision errors adjusted but the expected joint utility of the stakeholders maximized (or the joint risk minimized).

The aim of this research is to create an adaptive decision support tool in process management that helps reduce decision risks. With the proposed method all the experts' and stakeholders' opinion can be aggregated in the process controlling rules weighted by the power of these parties, the degree of decision effect on them and the goodness of their previous assessment about the process. In this way concrete policy recommendations can be formed about the process control or process regulation.



**DANIELA ANGELINA JELINČIĆ** is a senior research adviser at the Institute for Development and International Relations (IRMO) in Zagreb. She holds a Ph.D. in ethnology from the University of Zagreb and her specific interests are in cultural tourism, cultural/creative industries, cultural policy, creativity and social innovations. Also, she gives lectures on cultural tourism, economy of culture, cultural heritage management, social innovations at the University of Dubrovnik, University of Applied Sciences VERN and at the Edward Bernays First College of Communication Management in Zagreb, and at the UNES-

CO Chair for Cultural Heritage Management and Sustainable Development, Institute for Social and European Studies (ISES) in Köszeg, Hungary. She is the author of several scientific books (*ABC of Cultural Tourism*; *Culture in a Shop Window*; *Culture, Tourism, Interculturalism*) as well as of several national/local strategic documents, and is a Council of Europe expert for cultural tourism.

### ***SOCIAL INNOVATIONS-INNOVATIONS IN CULTURE***

The research, “Social innovations–innovations in culture” will focus on individuating cultural sector innovations. Culture has proven to be a powerful field which can help in the development of other sectors such as economy, urban planning, education, tourism, entrepreneurship, health, transport, science, etc. and will, therefore, be the main focus of this research. The aim of the research is to detect and analyze good practice examples which would eventually be transferrable to other countries. Also, the aim is, based on the analysis of good practice examples, to create policy recommendations in the field in order to utilize cultural innovations as a means of eradicating poverty; increasing employment; solving burning issues in health, transport or environment protection; creating a more efficient education system; offering new models of urban planning, etc. The research will theoretically analyze social innovations linking them to the cultural sector. Through the analysis of innovations, a breakdown by cultural sectors will be made describing different intra-sectoral innovations (such as in architecture, design, film, music, performing arts, publishing, visual arts, etc.). This will provide the grounds for public policy recommendations.





**KRISZTINA KELLER** is an associate professor at the University of Pannonia Nagykanizsa Campus. She completed her masters and PhD at the University of Economic Sciences, Budapest. She studied and carried out research in Heidelberg and Bonn (Germany), Salzburg (Austria), Oslo (Norway), Vilnius (Lithuania) and *Križevci (Croatia)*. She was an external lecturer at Andrásy University Budapest in 2011. Her research interests are tourism and regional development, she has been involved in writing and managing several cross-border tenders. She is the Chair of the Communication Workgroup of the Veszprém Committee of the Hungarian Academy of Sciences.

### ***INTENSIFYING SETTLEMENT TWINNING RELATIONSHIPS FOR THE SAKE OF SUCCESSFUL REGIONAL DEVELOPMENT***

The key to the success of regional development is that the actors in the region have an intensive co-operation; a form of which is a settlement twinning relationship. While developing and making it work, trust has an essential role as well as the will and the ability to co-operate. The effective connection to networks and the reinforcement of one another contribute to the increasing of the attractiveness of the particular settlement.

The aim of the research is twofold. I would like to provide an answer to the question of measuring the successfulness of twin settlement relationships. The second objective is to set up a universal model that could be applicable all over the country in order to operate settlement twinning relationships successfully.

The Hungarian-Austrian settlement twinning relationships are going to be analyzed through a questionnaire research. During the quantitative research I will look at the factors that generated twin-settlement arrangements in Austria and Hungary. I will also look at the nature of the relationships and their current content. I will examine whether the interviewed municipalities would like to broaden their twinning connections, what they consider to be the advantages of such cooperation, what target groups are participating in the process and to what extent they can involve the public.



**TAMÁS KOCSIS** graduated as an economist in 1995 and obtained his PhD in 2002, both from the Corvinus University of Budapest. He worked for 18 years as a teacher of Environmental Economics at different universities (Corvinus University of Budapest; the Hungarian University of Transylvania, Sapientia; College of Theology of Religious Orders, Sapientia, etc.) He edited and/or translated with his colleagues many English books and papers into Hungarian: e.g. Korten: *When Corporations Rule the World*; Kavanaugh: *Following Christ in a Consumer Society*; Alford–Naughton: *Management as if Faith Mattered* and

more than 10 other papers in the Hungarian scientific journal *Kovács* which he co-founded in 1997 and he has been its editor-in-chief since then. His main areas of research include environmental economics, ecological economics, population and consumption issues, sustainability. He is especially interested in visualization of relations in multidimensional data systems mainly on the topic of sustainability (see the concepts of ‘dataquadrate’ and ‘intenscope’). In 2014 he became a member of the International Society of Ecological Economics.

#### ***ECONOMIES OF DENSITY: WHERE AND WHEN THEY CAN BE REAPED?***

My aim is to map resource savings potential deriving from population density—mainly on the settlement level. My hypothesis is that a more dense population has lower per capita environmental impact than a population with lower density *ceteris paribus*. This is despite of the fact that a city cannot be sustainable in itself by definition (see the ecological footprint concept) but a holistic, system-wide view of the city-type settlements may explore this problem. I introduce a new analytic tool into the scientific discussion: *cumulative intensities* which is the possible yield of the greater theoretical umbrella of *IntenScope*. For data I plan using national statistical databases as detailed information at the micro level of NUTS 4 (LAU 1) and NUTS 5 (LAU 2) are needed.



**MARIANNA KOSIC** is a psychologist (University of Trieste, Italy) with a PhD in Transborder Policies for Daily Life (International University Institute for European Studies). As a trainer of Human Rights Education (Council of Europe Programme), specialized in ethnic and national minorities, she is active in the promotion of intercultural education and education for democratic citizenship in formal and non-formal educational systems, youth work and civil society in general. Her main research interests include social identity complexity, discrimination, minority rights, plurilingualism and intercultural competences, integration, social inclusion, out-group attitudes, intergroup bias reduction strategies, trauma. She publishes in international scientific journals and is involved in several transborder research projects dealing with identity issues and wellbeing in minority adolescents and adults.

### ***NEW RESPONSES TO OLD CHALLENGES***

The project is about an edited interdisciplinary scientific monograph where international scholars working in different fields (i.e. psychology, sociology, law, human rights education, history) in different countries reflect about the revival of nationalism and ethnic and religious conflicts to be attributed to the general economic crisis, to social problems and the pervasive tendency to prejudices, stereotypes, heightened uncertainty and instability in Europe. Beside analysing the state of the art from different perspectives and in different national contexts, the authors draft innovative proposals on how to overcome such old challenges still present and on the rise. The work stems from the consideration that civic education alone (providing knowledge only) is not sufficient to mould an attitude/value/behavioural change in people longterm, therefore adopting new methodologies (including non-formal and human rights education) to foster active critically thinking and responsible participating citizenship, along with intergroup mutual understanding, acceptance, tolerance, harmonious relations and social cohesion, are highly needed. The theoretical and methodological red thread of the book is on the way simple versus (multiple, hybrid, transnational, hyphenated, etc.) complex social identities affect intergroup relations, on types and roots of new forms of nationalism and conflict situations that have traumatic effects on people and their identities.



**KRISZTINA LONCSÁR** is a lawyer and master of European environmental management. Currently lead expert of development planning at the Prime Ministers's Office working mainly on the 2014-2020 rural development policy and program coordination between EU-policies affecting regional development. In the last 15 years the core of her interest is the synergetic issues of territorial development policy and practice with special regard to the participatory approach and local democracy.

***HOW TO BEST INCORPORATE EXCELLENT RESEARCH IN THE TERRITORIAL DEVELOPMENT OF A CITY AND ITS SURROUNDING AREA: CERATIVE CITITES-SUSTAINABLE REGION KÓSZEG***

From 2004 the unique opportunity of the accession to the EU European Structural and Cohesion Funds was opened for Hungary in order to accelerate the accession of Hungary and its regions to the core of the European Community and development culture thereof. It also opened the opportunity to incorporate the outcomes of the scientific sphere and also to interact in policy-making and implementation. To plan and implement "complex", "interdisciplinary", "interactive" and "smart" territorial development has always been our intention. Unfortunately in reality it never happens so far in Hungary. The research topic aims to tackle the challenge: HOW to interconnect and incorporate excellent research values into territorial development. My aim is to contribute to a better understanding between the relevant actors of scientific excellence and local stakeholders to develop a common vision and work. For that goal the research is focusing on the following priorities:

- the development of innovative results, contents, methods and approaches of science and in the mid-term development policy of Kőszeg and its surroundings;
- strengthening co-operation between professionals and disciplines;
- formulating knowledge-sharing and dissemination platforms for the relevant actors in order to strengthen R+D activities and their local inter-connection,
- assessing the potential of new education and research relationships to be hosted in Kőszeg



**KATALIN LORINCZ** is associate professor and Head of the Business Institute, Department of Tourism, University of Pannonia. Her research interest is sustainable tourism development, especially in Hungary and Central-Europe. All the research topics focus on the core of the tourism system: the tourist destination. She is dealing with tourism product development (cultural, heritage, religious, health, urban), tourist information systems and destination management organisations. This research area is on the frontier between modern Tourism Geography and Destination Management. She built effective working

relationships with both colleagues in academia and professionals of the tourism sector; She has various international short-term English teaching experience in Europe, such as in University of Lapland, University of Lisbon, University of Handlowa, University of Derby. Between 2009 and 2013 she was the full time Managing Director of Tourinform Veszprém and Veszprém Tourism Ltd where she won the award of the Year of DMO Prize & the Destination Manager of the Year, 2011.

#### ***SUSTAINABLE TOURISM IN HISTORIC TOWNS: KŐSZEG CASE STUDY***

Visiting historic towns is an expanding and growing tourism leisure activity all over Europe. The idea of sustainable tourism is a key concept for several culturally-focused local destinations, especially in smaller historic towns. The concept of my research, called “Sustainable Tourism in Historic Towns: Kőszeg Case Study” has direct links to “Creative Cities–Sustainable Region”, the new development strategy (2013). The research focuses on historic inner city centres that have struggled to maintain the fine balance between conservation and visitor management; highlights the necessity of sustainable (cultural) tourism as a means of diversifying local economies and enhancing overall image; and conducts empirical research, collecting primary data from different stakeholders of Kőszeg (tourism providers, local decision makers, citizens and tourists) to support the further management of urban cultural tourism.

The planned work methodology can be divided into the following parts:

The secondary research consists of a broader literature review of international and national publications and also a comparative analysis of selected Hungarian historic towns related to urban cultural tourism.

The primary field research questions and methods help the comparison to other urban cultural destinations: 10 structured interviews; an online questionnaire survey among stakeholders; one focus group discussion in Kőszeg.



**ANNA MANCHIN** studies modern Central European cultural history with a focus on ethnicity, Jewishness, gender, nationalism, and visual and popular culture. She has a Ph.D. in Modern European History from Brown University (2008). Her dissertation *Fables of Modernity: Entertainment Films and the Social Imaginary in Interwar Hungary* explored interwar Hungarian nationalism and Jewish identity through film. She has held the the Ray D. Wolfe post-doctoral fellowship at the University of Toronto, the Aresty Visiting fellowship at Rutgers University, and the Prins post-doctoral fellowship at the Center for Jewish

History in New York.

***THE KŐSZEG SCHEYS: GLOBAL NETWORKS, LOCAL PATRIOTISM AND JEWISH LOYALTY IN CENTRAL EUROPE***

My research explores the Kőszeg Scheys, a Hungarian Jewish family. On the one hand, by analyzing the Schey's social, cultural and political networks in the local context of Kőszeg, in Austria-Hungary and in Central Europe on the cusp of globalization, my aim is to explore the transnational financial, political and cultural connections of Jewish migrants in modern Europe and beyond. On the other hand, through investigating how the categories of nation, race and ethnicity shaped the everyday lives and experiences of the Scheys and others in their network, in times of prosperity and in times of crisis, my aim is to understand the interaction of local, national and transnational interests, loyalties and networks in Kőszeg, Hungary and Central Europe from the early nineteenth to the mid- twentieth centuries.



**MÓNIKA MÁTAY**, PhD, is a Hungarian historian from Budapest, History Department at Eötvös Loránd University. She studied history and sociology and holds MAs from ELTE, Central European University and Rutgers (NJ). She received her PhD from Debrecen in 2004. Her research interest incorporates modern European cultural history, history and theory of the media, history of crime, historical and legal anthropology, microhistory, women's history and historiography. In the past fifteen years she has taught at various universities both in Hungary and abroad (USA, Italy, and Germany). She has taught international ERASMUS and American students. She has participated in research projects where she developed offline and online teaching materials, social and cultural history analysis, and infotainment content. Her current research interests are arsenic poisonings in the Tiszazug area in Hungary during the 1910s and 1920s, and the reconstruction of ordinary people's biographies. She is editor of the academic periodical *Médiakutató*.

**TALKING HOUSES AS "LES POINTS DE MÉMOIRE": THE CRAFT CITY FROM BELOW**

The buildings represented on city maps reflect a fleeting historical moment and provide limited information about the houses. One can only learn about the exact geographical position and the size of the building. If it is a monument, a bit more information is added, usually the name of the architect and the date of construction. Art historical reviews provide more detailed data in the case of extraordinary and memorable residences. While walking around in cities ordinary houses usually remain silent, they do not talk in the ways they potentially could. Since the 1980s, however, the history of the home, individual apartments, has received more scholarly attention than before. The meticulous study of the home allows scholars to examine culture and social behaviour, and to investigate social actors in the context of coherent cultural patterns. The living environment does not only mirror social relations, but shapes them and importantly contributes to the formation of social conditions, hierarchies, and inequalities. Focusing on everyday routine activities and the space in which they are realized leads social scientists to pose questions about social interactions, on the influence of political power, on everyday social life, on the recreation of power relations in the intimate sphere, on the decisions of social actors, on individual and collective lives and about the correlation between social and cultural practice and economic norms.



**ZOLTAN MIZSEI** is an adjunct professor at the Liszt Ferenc Academy of Music, Church Music Department in Budapest. His main teaching and research activity as well as his publications are focused on renaissance music but at the same time he is a professional musician performing in and leading several vocal ensembles and choirs. He also teaches music theory, history and improvisation techniques for contemporary dancers (Budapest Contemporary Dance School) and music therapists (ELTE University). As singer and keyboard player he is active

in several world-music ensembles, as a composer he writes and plays music for theatre performances, films, exhibitions and he is also active in creating different sound installations, organizing music events and festivals.

### *KŐSZEG-SOUNDING CITY*

The revitalization of the musical life of the Kőszeg region requires the development of new ideas of music- and sound-making. The research's one aim is to prepare for establishing a future Music Laboratory Team which deals with the music of the city itself, the region in Hungary and the cross-border region.

The aim of the research is to establish an interdisciplinary research agenda, which brings together musicology with intangible heritage management, sound art with data artists and data technologists under the name „Novum Collegium Sonorum”. We are about to analyze the sound of city-spaces, the acoustics of churches, organs, etc.

The other aim is to show the musical heritage and stimulate new forms of musical activities for its citizens and visitors. I plan on interviewing participants of local musical life. I also plan on collecting music and sound patterns across the region. The goal is to map out these particularities and make the city into a 'soundspace' where different traditional and innovative sounds can be heard. The involvement of locals would be a continuous process and it is planned to be introduced in the everyday life of residents through concerts, festivals, workshops and educational programs.





**ZSÓFIA MÁRTA PAPP** is a senior lecturer at the Department of Tourism, Faculty of Business and Economics, University of Pannonia, since 2008.

She graduated as an Economist specialized in Tourism and Hotel Management in 2001 at the University of Veszprém. She got her master's degree two years later as an Economist specialized in Enterprise Management at the University of Szeged. Her main research field has been destination competitiveness; she completed her PhD in this topic. As she teaches subjects in connection with travel agencies, she is an expert

in the travel agency market and travel agency management—which claim is supported by her experiences at a tour operator company. She has also got experiences in tour guiding, and in teaching guiding. She is a founder member of the Hungarian Regional Science Association, and a member of the Hungarian Economists Association.

***THE DEVELOPMENT OF THE INNOVATION RESEARCH BASE AND KNOWLEDGE CENTRE IN KÖSZEG IN THE FRAME OF THE EDUCATIONAL AND RESEARCH NETWORK AT THE UNIVERSITY OF PANNONIA***

In my previous research I elaborated a definition of the Hungarian Tourism Destination as a first step. Within the Hungarian circumstances those spatial units can be considered as tourism destinations, which have a local destination management organisation (DMO) (independently from the fact that a DMO might contain one or more settlements). The final goal was to measure and compare the various destinations concerning their competitiveness, so I chose a theoretical model, made it able to be used for tourism purposes and formulated an index to measure the destination competitiveness position.

Nowadays a new concept has started to evolve: sustainable competitiveness. One of the most important organisations, which deals with competitiveness questions, the World Economic Forum has started to include sustainability aspects in its flagship Global Competitiveness Report. However no attempt has been made yet to define the sustainable competitiveness of tourism destinations.

The planned research is about to extend the previous theoretical model and measurement method with the sustainability concept, using the Delphi method. With these new analyses possibilities will open—which help to compare tourism destinations and establish the best practice.



**BETSABÉ GARRIDO** holds a PhD in Mathematical Engineering (specializing in Statistics) from the Universidad Carlos III de Madrid (Spain). Her research interests focus on: lineal mixed models, outlier detection and applied statistics. In 2014 she won the best paper award in the MakeLearn (Management, Learning and Knowledge) International Conference in Portoroz, Slovenia. Her recent publications are:

Sebrek, Sz., & Pérez, B. (2015). Competitive pressure and technological degree of the product portfolio: Implications for firm performance.

*Acta Oeconomica*, 65(2), 211-229.

Pérez, B., Molina, I., & Peña, D. (2014). Outlier detection and robust estimation in linear regression models with fixed group effects. *Journal of Statistical Computation and Simulation*, 84(12), 2652-2669.

#### ***HIGHER EDUCATION IN HUNGARY: STUDENTS' REVEALED PREFERENCES IN EMERGING REGIONS.***

Every year more than 100,000 new students apply for admission to one or more institutions of Higher Education in Hungary. During the process the Hungarian National Center of Higher Education is the organism responsible for collecting and handle all these applications. This organism collect information about the selected universities (in order of preferences) as well information about personal, social and economic attributes of applicants. A small body of the literature has focused on Higher Education in Hungary (see for example, Kosztyán, T, Telcs, A. and Török, A. 2015, and Kosztyán, T, Telcs, A. Neumann-Virag, I., Katona A, and Török, A., 2013). The aim of this project is to explore the student's profile in emerging regions as well as the factors that influence their decision to stay or leave their local regions.



**SZABOLCS SZILÁRD SEBREK** works for the Department of Management at the University of Pannonia (Hungary). After earning his PhD degree at the Universidad Carlos III de Madrid (Spain), he worked for three years in the Faculty of Business and Economics at the Universidad de Navarra (Pamplona, Spain). Dr. Sebrek's research focuses on interorganizational relationships, such as strategic technology alliances, licensing and acquisitions which are strongly linked to the external search for technologies. Another relevant research avenue for Dr. Sebrek incorporates the study of firms' innovation strategies, intellectual property rights and the so called markets for technology that addresses the trade of disembodied technologies. Some of his recent work was published in *Technology Analysis and Strategic Management* and *Acta Oeconomica*.

**EXPLORING THE DETERMINANTS OF FIRMS' STRATEGIC CHOICE OVER OPENNESS: THE APPLICATION OF MIXED LOGIT MODELS IN PANEL DATA**

The research project I am performing at ISES seeks to explore the drivers of the rate of openness in firms' innovation processes. The study aims to underscore the role played by scale economies, the innovativeness of product portfolio, the existence of financial slack, and the rate of internal change in operations. I will try to find out whether competitive pressure due to economies of scale and possession of financial slack encourage firms to pursue a more open innovation strategy. I also aim to study whether the rate of commitment toward internal process changes make firms refrain from being full-blown open innovators. To better address the choice toward openness, a more fine-grained measure is applied, distinguishing three types of innovation strategies: open, semi-open, and the traditional closed model. For our empirical analysis, we take data from the PITEC database in 2005, 2008 and 2011, which is the Spanish correspondence of the Community Innovation Survey, and employ a sample of 5,543 firms. The econometric model used to accommodate multiple categorical responses implied by our model specification, is the mixed logit model that is also suitable to accommodate panel data.



**ISTVÁN SÜMEGI** is a Hungarian philosopher, born in 1966, in Sárvár. He holds degrees in history, literature and public education. He earned his PhD from the University of Debrecen in 2001. His professors were Mihály Vajda and Ágnes Heller. He did his habilitation in 2008. Since 1992 he has been teaching at West-Hungarian University in Szombathely. Between 2001 and 2004 he was the recipient of the prestigious Békésy György Scholarship. His most important publications include: *Ontológiai töredékek* (Ontological Fragments) (2001), *A boldogság íze—Ottlik Géza történetei*. (Taste of the Happiness—Ottlik Géza's stories) (2006), *Alanyi filozófia* (Subjective Philosophy) (2011), *Talpalatnyi remény—Portrék Vajda Mihályról* (The Hope that We Need—Vajda Mihály's Portraits) (2015).

***WHAT DOES IT MEAN TO ASK? UNDERSTANDING THE LAST PHASE OF ELEMÉR HANKISS' THINKING***

The support of the 2014 „TÁMOP–National Program of Excellence” made it possible for me to complete a long essay entitled “The Twilight of Humanities” based on my previous studies and sketches. My main argument there was that the humanities and social sciences are facing an increasing societal resistance, which is partly a result of the ways in which these fields of knowledge define themselves. This self-definition is due to the fact that the primary paradigm of thinking today is represented by the natural sciences and the fact that both the humanities and the natural sciences belong in the same institutional system of academia and in the past 150 years most advocates of the humanities have gradually accepted the primacy and exclusivity of the academic standards of the natural sciences. The obvious consequence of this trend has been that the fields of humanities research have become narrow as they have not been able to surpass the methodological frameworks created by these standards. The basic questions that once formed the grounds of classical humanities have been excluded from scholars’ scrutiny and the standardized research programs have provided less and less space for creative and substantive thinking. During the following months I would like to prepare a case study on a Elemér Hankiss’s later works. (Professor Hankiss was one was one of those scholars that were actually thinking.) In this essay I am going to try to demonstrate the above mentioned thesis.



**GYULA ZILAHY** has a business degree and is an associate professor at the Department of Environmental Economics and Technology of the Corvinus University of Budapest. He also acts as the director of the Hungarian Cleaner Production Centre working at the Department. He received his Ph.D. degree in 2003 in the field of energy efficiency measures within corporations. His research interests include corporate environmental management, the implementation of the principles of cleaner production and industrial ecology, environmental management systems and sustainability communication. His practical experience includes work with SMEs and multinational corporations in the fields of Environmental Management Systems and sustainability reporting. His special interest bridging his academic and administrative positions is responsible business education and the introduction of the principles of Sustainable Development into higher education.

### *COOPERATION FOR SUSTAINABLE DEVELOPMENT*

Cooperation between businesses and their stakeholders provides new opportunities for social and economic innovation. Today's businesses engage in new forms of relationships and put an emphasis on creating value through their supply chains and long term collaboration with other social groups.

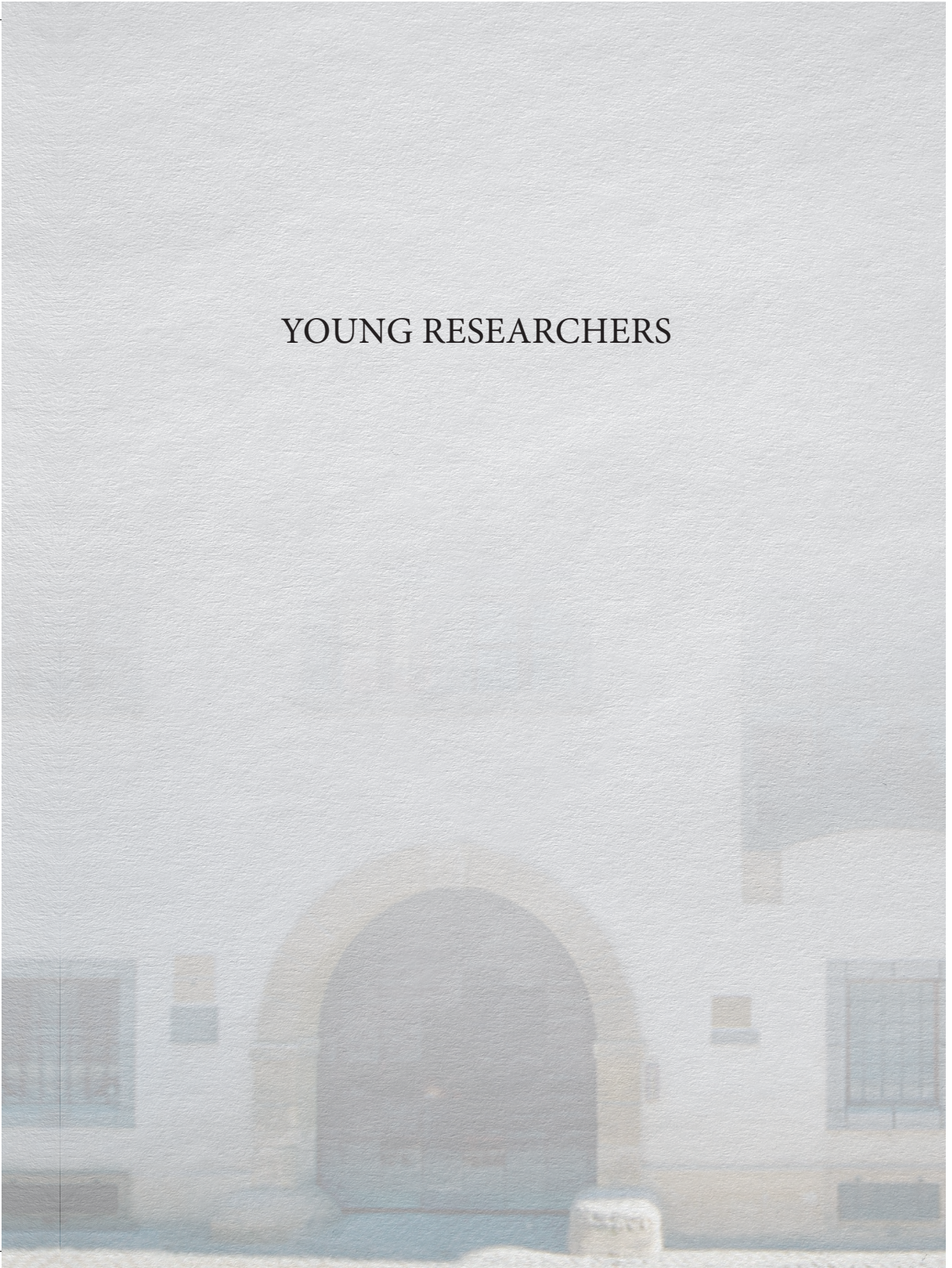
Businesses of different sizes, from micro enterprises to global, multinational companies should reconsider their local and regional roles towards sustainability. Cooperation with stakeholders should become the norm, rather than the exception, in which businesses also find their long term interests.

Based on relevant management theories (e.g. the resource based view, organisational learning, stakeholder theory, etc.), my planned research focuses on uncovering the different forms of cooperation for sustainable development in the region of Kőszeg and the Western regions of the country. The focus will involve collaboration between different businesses and between businesses and other types of organizations (local and regional governments, civil society, professional organizations, etc.).

The proposed research has both theoretical and practical implications. Comparing the explanatory power of relevant management theories will contribute to the theory of collaboration. At the same time, results will enable local and regional policy makers to fine tune their development policies both in the business sphere and regarding other social groups.



# YOUNG RESEARCHERS





**ALEKSANDAR VANCHOSKI** graduated from the Police Academy in Skopje in 2009. In the same year he started his Master of Law studies. He wrote his Master's thesis on „European police cooperation based on the principles and rules of EUROPOL (Legal and institutional reforms: R. Macedonia, R. Estonia, Slovak Republic)”. During this master program he completed a one-semester research period at the Estonian Academy of Security Studies in Tallinn, Estonia, followed by a semester at the Comenius University in Bratislava, Slovakia. In 2014, he started his second bilingual (English-French) Master degreecalled „TEMA European territories (Civilisation, Nation, Region, City): Identity and Development”, which is a dual program at Eötvös Loránd University in Budapest, Hungary in cooperation with Charles University in Prague, the Czech Republic. He also completed a one-semester specialization program at the Budapest Academy of Diplomacy, National University of Public Service in Budapest, Hungary achieving the qualification of International Public Service Diplomacy Expert.

***COMPARING THE PROCESS OF REGIONALIZATION-VIEWED THROUGH THE EXAMPLE OF DEFENSE AND SECURITY COOPERATION IN VISEGRAD AND WESTERN BALKAN COUNTRIES***

The topic of defense and security cooperation in Visegrad (V4)<sup>2</sup> and Western Balkan (WB)<sup>3</sup> countries is an area gaining more and more importance in the process of regionalization and the establishment of more cohesive regions. The efforts of establishing deeper and more effective cooperation in the area of defense and security (which is considered a very rigid and strong part of national sovereignty) is representative in the sense that if this kind of cooperation is made possible, other types of cooperation can be established or further developed. This research will lead to deeper understanding of the mutual correlation of the defense and security cooperation and the process of regionalization among the Visegrad (V4) and Western Balkan (WB) countries. The agenda of the research is to show how the development of specific capabilities and infrastructures in the defense and security sector in V4 and WB countries contribute to the appearance of spillover effects in other sectors (e.g. economy, education, and transport) creating several other common regional policies and strategic approaches).

<sup>2</sup> Visegrad countries –established as a platform for regional cooperation in 1991 among Czech Republic, Hungary, Poland and Slovakia

<sup>3</sup> Western Balkan countries –for the first time the term was used within European Union Thessaloniki Declaration from 2003. The term is used for the following countries from South East Europe: Albania, Croatia (already member of European Union) , Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia





**ANGELIKA BÁLINT** is a PhD student at the History Department of Eötvös Loránd University. Her thesis focuses on modern urban poverty and homeless people in Budapest in the 19-20th centuries. Her research fields include modern European social and urban history, and also New Cultural History. She is a dedicated member of the Tiszazug research group, which investigates the arsenic murders in Hungary in the 1920s.

### *IMAGING KŐSZEG-REPRESENTATION AND HISTORY*

In my research I investigate ways of representation, how citizens and outsiders conceptualize the city and narrate about it. The images of Kőszeg show how the citizens experience the city and what they think about being inhabitants in it. The reflections coming from outward contemplatives affect the forming of a certain local identity. The exploration of their aspects provides an opportunity to investigate the context of discourses and analyse the interactions between the micro and the macro levels of research.

Exploring various conceptions and symbols of Kőszeg requires interdisciplinary analysis. Through my research I will combine historical methods (especially the methodology of micro-history and oral history) and considerations of urban studies, anthropology, literary critiques, and cultural studies.

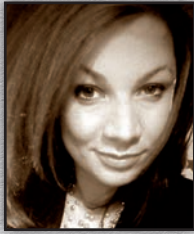
We plan to interpret the historical changes of representations of the city using the approaches of cultural memory based on the concept that cultural memory prefers myths over professional historical experience. The investigation of symbols and myths helps us to understand the ways in which the past appears in the identity of citizens and the role of history in the representation of Kőszeg.



**NORA RODEK BERKES** is a PhD student in Management and Business Administration at the Doctoral School of the University of Pannonia. Her PhD research topic is examining the connection between CSR (Corporate Social Responsibility) and the management areas (strategy, organizational culture and leadership style). The aim of the research is to define the characteristics of organizational culture, management style and the applied strategy, which support the adaptation of the CSR approach. She completed her last year of high school in Tupelo, Mississippi (USA). She has a MA degree in English Language and Literature, which she completed at the University of Pécs and a degree in Economics specializing in Tourism and Hospitality at the University of Pannonia. She is a lecturer at the University of Pannonia, Nagykanizsa Campus.

### ***THE CONNECTION BETWEEN SOCIAL RESPONSIBILITY AND REGIONAL DEVELOPMENT***

Corporate social responsibility is an important tool for achieving sustainability. It can be seen in the case of companies that socially responsible behavior radiates confidence towards both employees and consumers. Applying the concept of CSR can result in trust building, raising employee satisfaction and motivation. If these benefits can be experienced in the case of the companies, it can be assumed that they can be applied on local and regional levels as well. My research is motivated by the idea of exploring the connection between social responsibility and regional development in the Austria-Hungary Cross-border region, and to identify the factors that can contribute to the successful adaptation of CSR elements both on local and regional level. According to my experiences gained from previous researches at this field it was proven that the socially responsible operation depends on the management's approach. The aim of the research is to assess the decision makers' (economic, social and political leaders) opinion about CSR and its elements they use in practice. Furthermore, I try to point out the decision makers' motivation in applying socially responsible solutions. In addition, social responsibility also supports the idea of creative city-livable city, where the focus is on improving the living conditions of the local inhabitants and protecting the environment.



**KRISZTINA BERTALAN** is a MSc student at the University of Pannonia majoring in Accountancy. She completed her BA studies in International Business Economics in 2013, also at the University of Pannonia. In 2013 she attended the IIIrd János Harsányi Economic and Management Professional Conference, where she had her presentation about “The IMF lending programs in 101 countries”. In the previous year she took part in the IInd János Harsányi Economic and Management Professional Conference, where the title of her presentation was “The quality of life and living standards in European countries”.

***THE IMPACT OF THE INTERNATIONAL MONETARY FUND LENDING PROGRAMS ON THE BALANCE OF PAYMENT IN EIGHT EUROPEAN COUNTRIES***

The global financial crisis affected the level of reserves in many countries. It put some downward pressure on reserves in recent years. Most countries were hit by lower external demand for their exports of goods and services and decline in capital flows. Some countries also experienced deteriorating terms of trade.

Faced with external shocks and lower growth prospects, countries implemented policies that often led to a decline in international reserves.

The IMF is responsible for ensuring the stability of the international monetary and financial system. However, during the last decade, it has come under increasing criticism. The economic stabilization and the effects of IMF lending on economic growth are also issues under debate (in Asia at the end of the last century).

IMF programs are designed to achieve multiple goals. Therefore, a comprehensive and fair evaluation of their consequences must account for the different dimensions they encompass.

This study tries to provide answers for the following questions: whether the IMF lending programs have an effect on the growth of an economy? What are the consequences of these programs for economic growth and other dimensions of economic performance? Do countries benefit from access to IMF loan programs or would countries be better off if these programs did not exist?



**TAMÁS BEZSENYI** is a PhD student at the History Department at Eötvös Loránd University. His academic interest includes the history of criminality and the media. He is an active member of university public life, editor of the historical periodical *Sic Itur ad Astra*, and a member of the National Association of Doctoral Students. He is also a member of the Tiszazug research group, which investigates the arsenic poisonings of the 1920s in Hungary.

### ***PUBLIC AGGRESSION: SANCTIONS OF MORAL AND LEGAL SINS***

My inquiry leads into a microscopic world which can only be explained within the European context. Until the nineteenth century public violence was an integral part of urban life all over the continent. The attacks on marginal groups, discriminated individuals or ordinary people who suffered from collective punishment was considered everyday routine activity. The visual image of violence was also an everyday reality. During the revolution of 1848 insurgents killed Croatian prisoners of war who were guarded in the prison of Kőszeg. They killed almost fifty prisoners and two members of the National Guard, who tried to prevent the murders. During the World War II the German army built a concentration camp in Kőszeg which we can explain as the most extreme example of state controlled public violence.

The public assisted the repressive institutions, which confirmed and validated the sentences. I would like to demonstrate how public aggression changed over time, how it withdrew from open urban space into more intimate space. By combining the viewpoints and considerations of criminology, sociology, and social history I set out to offer a novel interpretation of public aggression in Kőszeg. With my investigation I would like to contribute to reconsidering the concepts of violence, punishment, and revenge, and I also aim to detect the changes of their meanings over time. I intend to produce a unique chronicle of the city, focusing on crime diachronically. I think that by tracing information on violence as part of everyday reality I will be able to reconsider social behaviour and aggression.



**ANNA BOKÁNYI** received her BA degree in Communication and Media Studies at Eötvös Loránd University in Budapest. In her thesis she studied the question of advertisement generated meaning in contemporary culture and society, especially targeting the issues of gender roles and representations. She received a certificate in PR Communication at IMEC and in 2014 she spent a semester in Ireland as an Erasmus scholar at the University of Limerick. Recently she started to work and do research in the KRAFT Project in Kőszeg and turned to the topic of creative urban planning and citizen participation. In the fall semester of 2015 she will start her MA studies at the Budapest University of Technology and Economics (BME), where she will specialize in Environmental Communication and Communication Planning.

***CITIZEN PARTICIPATION IN CREATIVE URBAN PLANNING– WITH A SPECIAL FOCUS ON YOUTH INVOLVEMENT IN THE KRAFT PROJECT***

This research addresses the issue that the field of urban planning is increasingly recognizing youth as an important stakeholder group, and there are calls to directly involve youth in the planning and decision-making processes of a community. The aim is to examine the attitude to and the reception of a top-down urban planning process (KRAFT) among the youth (generation Z) living and studying in Kőszeg, as well as highlighting the importance and effectiveness of youth participation in planning practices and introducing the benefits of youth participation in decision-making. This research intends to show the idea of supporting and raising a creatively and innovatively thinking future generation to maintain sustainability in the town and to reach the general well-being of the future citizens. In other words, starting a research-project with the younger generation is an ideal point of departure: if they start to think innovatively and creatively (KRAFT-thinking), in some years the majority of citizens could follow them, they could bring the knowledge and experience they gained home. The goal is to find a way to reach the citizens better, get them engaged, and produce creative and smart citizens, as that is the only way to an actual creative, sustainable and smart city.



**LORINA BUDA** is an economist with a research profile in European Integration. She is a university teacher and a PhD student at the National University of Public Service. She also worked for the Representation of the European Commission in Hungary. She is the author of several papers in the field of EU crisis management.

***EU FINANCIAL AND ECONOMIC CRISIS MANAGEMENT - WHICH WAY FORWARD?***

This project's main hypothesis is that the current reform steps and new institutions are not enough to set the Eurozone on a new path. However, the Banking Union stabilizing the vicious circle between banks and sovereign states is also by far not enough, as there are still problems in the structure of the EU. My hypothesis is based on impossible economic trinitities, which prove that the Economic and Monetary Union in its current form is not sustainable, and the measures clearly do not dissolve the problems, so we will have to reckon with structural difficulties in the future.



**ANGELO CECINATI** is a recent graduate from Pavia University, Master of Economics, Finance and International Integration. He completed his first international internship in Strasbourg during his bachelor studies, which directed his attention to European integration and inspired him to enter the student organization AIESEC, the local committee of which he later became vice-president. During his studies he realized three projects bringing several students from all around the world working in Pavia, the most successful of which was the “Rail Trip Lombardia” project that brought international students to discover Lombardia and to promote it for EXPO 2015. In the spring of 2015 he was an intern at ISES in Köszeg, Hungary. At present he is concluding a postgraduate specialization in Innovation in Public Administration at Genoa University.

### ***AGRIFOOD, GLOBAL SUSTAINABILITY AND THE WASTING TRADING SYSTEM***

A renovation of international liberal institutions can rebalance the agrifood resources on a global level and orient the market forces towards a common interest.

The proposed tool through which it is possible to achieve this result is a system of allowance called Cap and Trade, similar to the Kyoto Protocol Emission Trading System. The creation of a Waste Trading System manages to make reducing the agrifood wastefulness convenient.

This mechanism would facilitate the redistribution of financial and economic resources to promote the agrifood supply and demand in countries where undernourishment is still current. Simultaneously, policy makers can have a long-term influence, gradually reducing the number of allowances on the market.

The WATS is still to be specified. For a start, an essential field of study is agrifood market analysis. Further studies will focus on spotting the WATS settings that would fit the market characteristics analysed previously better. Finally, building a concrete simulation of the WATS will be useful to see the system functionality and, more importantly, to give concrete numbers about the potential impact of the system if used on the market.



**ZSOLT CSORTÁN** holds a History MA from the University of Szeged. His main research interests are urban studies and social interactions in diverse human settlements. He works in an international environment. He edits and writes blogs as well as follows the international scholarly discourse of his field of interest online and on various social media surfaces. In terms of methodology he is interested in the communication of scholarly material on new media channels.

***WEB PRESENCE OF THE PROJECT TITLED: THE ADVANTAGEOUS IMPACT OF FERTŐ CULTURAL LANDSCAPE WORLD HERITAGE SITE IN THE WESTERN TRANSDANUBIAN REGION***

In my project I investigate the diverse methodologies of spreading the results and works of the ISES fellows (mainly the KRAFT group) among diverse target groups in the media. My main aim is to find the channels or combine the existing channels to reach the widest group of mainly local inhabitants and target them in a fruitful way to increase interest, motivate communication, and cooperation as well. I am going to maintain the safety and the correct use of our website and constantly monitor the activity on it by calculating statistics and drawing graphs from those calculations. I think that it would be important to connect this initiative to similar projects on the national and international level as well, so I am planning to undertake continuous research for similar or connecting websites. Also, I hope to find a way to connect our work to touristic, educational and public policy works and interests.





**ZOLTÁN ANDRÁS DÁNIEL** has been a teacher of Economics at the University of Pannonia since 2012. He is planning to finish his PhD studies at the Doctoral School of Management and Business Administration this year. His research area is entrepreneurship with special focus on small and medium-sized enterprises, and their economic and environmental sustainability.

***IMPACTS OF DEVELOPMENT FUNDS FOR SMES IN VAS COUNTRY AND THE KŐSZEG REGION***

In Hungary the number of SMEs is considered high compared to the number of companies (above 99%). They have an important role in employment, due to the fact that they provide livelihoods to two-thirds of the active population. In my project I aim to investigate their survival and upward mobility. Since the EU accession in 2004 several development programs have been available, which help SMEs to gain assets and human capital. My goal is to analyze how successful these programs are, especially the EDOP 2.1.1/A, which is a micro, small-and-medium-sized enterprise development program. My observation includes the analysis of the main business profitability indicators. In my project I will examine Vas County's (especially the Kőszeg region's) tender awarded enterprises.

My main aim is to determine the positive effects of the examined projects in addition to the project indicators. In my analysis, I would like to examine the economic performance of the enterprises, their contact network, and their economic and environmental sustainability. In addition, I will study their abilities to innovate and their impacts on local economy.



**DIMITAR NIKOLOVSKI** is a PhD candidate at the Graduate School for Social Research at the Polish Academy of Sciences in Warsaw, where he analyzes the relations between populist parties and civil society in Southeast Europe. He studied Political Science at the Law Faculty in Skopje (BA), the Central European University in Budapest (MA) and the Universities of Sarajevo/Bologna (MA). He has worked for several think-tanks in Macedonia and Bosnia and Herzegovina, and currently cooperates with the Centre for European Training in Skopje.

### *POPULISM VERSUS CIVIL SOCIETY: MACEDONIA AND BULGARIA*

This research is designed to investigate how populist governments approach civil society when threatened by it. It is a study of two cases: Macedonia under the current administration of VMRO-DPMNE and its Prime-minister, Nikola Gruevski (2006- ) and Bulgaria since 2008 under the Boyko Borissov and Plamen Oresharski governments. What could be observed in the work of populist leaders was an antagonistic approach towards the social movements and CSOs that defied them and it manifested itself in two different ways: negative public discourse and counter-movements.

In the research, I conduct a discourse analysis of official statements and media reports on contentious politics in the two countries, trying to establish the specific discursive strategies employed by the incumbents. On the other hand, I conduct interviews with protesters, counter-protesters, and party representatives with the purpose of establishing the main movement-counter-movement dynamics.

The study aims to conclude with certain policy proposals for activists, political parties, and media in overcoming the negative labeling and helping create a more participatory political culture.



**KRISTINA DODA** studied Law at the South East European University and finished her Masters studies in International law and International Relations at the University ss. Cyril and Methodius in Skopje, Macedonia. She spent a research period at the University of Zagreb, Faculty of Law and last year she attended the Budapest Academy of Diplomacy. Currently she is working as a researcher and a legal assistant at the Institute for Human Rights in Skopje, Macedonia. Her main fields of interest are human rights protection and the rights of marginalized groups in society, European Union law, local development and rule of law.

***HUMAN RIGHTS PROTECTION IN THE LOCAL DEVELOPMENT PROCESSES  
IN THE CENTROPE REGION AND WESTERN BALKAN***

The main purpose of the research is to analyze how the regional projects implemented in the Centrope region and Western Balkan countries have contributed to local development and better human rights protection.

Local development is mostly looked upon in terms of an economic concept and measures tend to support economically active segments of local populations e.g. entrepreneurs, new entrepreneurs, and local administrations. At the same time, there are many other groups of local population, e.g. the disabled, Roma people, the elderly, children, who are marginalized and lack initiatives focusing on their needs.

Existing local development concepts usually do not have a multi sectoral approach in local development planning like adequate social protection and education for all, which are very important for the quality of life in local communities. If the needs of the disadvantaged categories of population are not directly targeted, if their human rights protection is not primary, little will be done for them just through supporting the business environment.



**MIHAELA MARIA GROZA** is a graduate of the Babe Bolyai University (Cluj-Napoca) with a Bachelor of Arts in Jewish Studies, currently returning to academic life after a four-year break spent as an HR Recruiter in a corporate environment. Starting with the fall of 2015, she is going to be a student of the Central European University (Budapest) trying to combine the experience acquired in the working field with the theoretical issues provided by the Master of Arts in Cultural Heritage Studies in order to help underprivileged groups to voice themselves. Areas of interest include mythology, folklore in today's cultural

representations, social inclusion of the ethnics, Jewish writers' biographies from a historical point of view.

***INTEGRATING MINORITIES THROUGH CULTURAL HERITAGE. CASE STUDY:  
ALBA IULIA***

My project attempts to emphasize the importance of cultural aspects in the social inclusion of ethnic groups. At the same time the endeavour ascertains itself as a premise for unstudied historical monuments, signaling not only endangered cultural heritage but promoting recognition and protection from the Romanian Ministry of Culture as well. The present study aims at rethinking history through the eyes of the minorities, starting with the presumption that microhistory outlies the outliers. Through a future study one could establish a coherent answer of the benefits of social inclusion and at the same time enact a future resolution for what seems to be one of Europe's greatest tests: integrating minorities. Also, new perspectives for exploration and exploitation of historical resources are to be offered. Adding value, respecting traditions, celebrating differences are just a few of the principles which can determine an ethnic incorporation, which allows the characteristics, the variety to become a brand and not a stereotype and will resume themselves as the pillars of the present study.



**MELINDA HARLOV** studied communication, nationalism studies, cultural heritage, and management in both Hungarian and English-speaking institutions (Emerson College, USA, Deakin University, Australia, CEU, and ELTE, Hungary). Since 2006 she has been working and volunteering in several cultural and educational institutions (National Technology Museum, Petőfi Literature Museum, Hungarian Heritage House, Ministry of Education and Culture, CEU and ELTE), which helped her create network with researchers of her area of research and gain experience in the current practices. Currently, she is a PhD

candidate at the Atelier Department of Eötvös Loránd University, where her research topic is the establishment of UNESCO World Heritage Cultural sites in Hungary, their formation as a combination of the international norms and the national circumstances. Her comparative approach is ensured also by attending both national scholarly programs and foreign educational possibilities. She has also presented her research at Hungarian and international conferences, both in Europe and America.

#### **FERTŐ CULTURAL LANDSCAPE**

In my project I investigate the heritage category with diverse methodologies: cultural landscape via the concrete example of Fertő cultural landscape world heritage site. The time frame of my work is 2001, when Fertő became WHC and 2011, when Hungarian cultural heritage policy changed significantly. My innovative approach is to understand the term through the interactions it generates (for instance in tourism or restrictions in agricultural activities). My other deliverable will be a detailed proposal for a project which, with the help of interdisciplinary research methods, will not just identify the effects of the existence of a WHS for the locals and the surrounding communities on multiple levels but also establish a network of diverse stakeholders, a list of best practices and comparative case study examples. I am planning to reach a firm understanding of cultural landscape mainly with textual analysis and to detect the evaluation of Fertő WHS as a cultural landscape among the locals and the regional public chiefly by interviews and questionnaires. I will cooperate with other fellows regarding both content and methodology. I strongly believe that such a complex heritage formation affects life on many levels in this part of the country.



**DAMIR JOVIĆ** holds a Bachelor of Arts degree in International Relations and Diplomacy from Dag Hammarskjöld University, College of International Relations and Diplomacy in Zagreb. Currently he is completing his MA studies at the same institution. His main fields of interest are geography, geopolitics, and tourism with special focus on slow tourism policy and country image. Moreover, he is interested in the development of a Croatian language version of the software analysing the content of articles related to corruption in the Balkan region.

***THE TOURISTIC POLICY OF THE ISLAND OF LOŠINJ.***

The research focuses on the sustainable development and slow tourism of Lošinj, a Mediterranean island on the Croatian coast. It emphasizes the need for cultural tourism on the island, cooperation with other islands, the diversification of local economy, and enhancing the overall image of the island. It is an empirical research collecting primary data from the citizens of Lošinj, tourists from different countries, touristic providers, and city authorities. Also, it contains a comparative analysis of Lošinj in relation to other Mediterranean islands.



**ESZTER JUHOS** studied public service at Széchenyi István University in Győr. She specialized in regional development. The topic of her thesis was “The Review LEADER Programs over local examples of Kőszeg and the surrounding area” (2014).

***THE IMPACT OF SOCIAL CAPITAL ON REGIONAL DEVELOPMENT PROJECTS***

Nowadays social capital is frequently put under scientific scrutiny. As far as the town of Kőszeg is concerned the network of already existing human relationships as well as lobby groups has an essential role. We are now facing an issue already in focus in the early 20th century and still in the spotlight, dealt with by representatives of political science, sociology, economics and organisation theories. Each and every discipline approaches and defines the notion of social capital in various ways.

During my earlier research I came to the conclusion that the role of human factors is crucial in the subsequent or already accomplished projects. Yet the examination of the human background factor in project implementation shows a deficiency in Kőszeg and the surrounding area. All kinds of development starting from below must have a social basis, be that the role of an applicant, implementer, reviewer or decision-maker. During my previous research I encountered several co-operations as well as conflicts. These conflicts were affected mainly by different human interests and relationships and - according to my experience - subsequent projects will also be influenced to a great extent by these.

My aim is to present—through actual examples - the various roles that are organic parts of a development process, their relevance and weight and those individual and common goals that limit or just, on the contrary, facilitate the implementation of a project.



**SZILVIA KÁNTOR** is a Master student in Tourism Management at the University of Pannonia. She holds a Bachelor degree in International Economy from the University of Pannonia. She participated in the Institutional Scientific Students' Association Conference in 2014 and came third in the section of Economic Sciences (Economic). Also, she is a demonstrator at the Department of Tourism, Faculty of Business and Economics. Her current research interests are partnerships, strategic alliances in tourism and sustainable development.

### *TOURISM ORIENTED STRATEGIC ALLIANCES IN THE KŐSZEG AREA*

In my research I will focus on strategic alliances in the historical areas. For my examination I chose Kőszeg, which, due to its location and its special historical background, is an ideal place to analyse collaboration among companies. I will examine the main reasons that called them into being, their daily operations, activities and their expected future. My main aim is to prove that the alliances among different companies in tourism are equally beneficial for the service providers, the consumers, and the local population.





**AGNESA KARAPETYAN** completed a Master in European Studies at Kaliningrad and Wuppertal and a Master in European Integration specializing in Conflict and Development at the Europe Institute of the University of Basle. She worked for the European Centre for Minority Issues (ECMI) in the political participation project and she was also employed at the European Parliament. She is an associate PhD Candidate at the International PhD Program „Democracy, Knowledge, and Gender in a Transnational World” at the Faculty of Social Sciences of the Johann Wolfgang Goethe University in Frankfurt Main,

Germany. Currently she is working as a project manager in the Armenian „Foundation for the Preservation of Wildlife and Cultural Assets” in Jerevan, Armenia. She is responsible for managing projects on regional development, water management, renewable energy, sustainable biodiversity management, nature protection, and environmental education funded by international donors such as EU and USAID. Also, she is a Marion Dönhoff Fellow at the Michael Succow Foundation for the Protection of Nature. Her research fellowship focuses on regional development and nature conservation.

***DEMOCRACY PROMOTION THROUGH STEALTH: THE USE OF FREE TRADE AGREEMENTS IN REFORMING AUTHORITARIAN REGIMES. THE CASE OF THE EU AND ARMENIA***

The investigation will analyse the potential for the European Union (EU) to change its policy towards its periphery and bring democracy to its borders. The study will analyse whether signing Free Trade Agreements (FTA) with its neighbourhood will bring democratisation.

It would be pertinent in explaining a potential FTA between the EU and its periphery by explaining the EU's foreign policy (ENP). This is used by the EU and its Member States as a way to keep stability within the periphery, placating states that missed the last enlargement and an alternative to membership (Sasse, 2007, p. 163). If the EU was to change its ENP policy and promote democracy through the signing of FTAs with the states on its borders, it would promote both democracy and stability and give the EU a greater say in the domestic policies of each state. This would be of benefit for the EU and the states in question (Bale, 2008, p. 366).

The literature that analyses FTAs does show a causal link between FTAs and democratisation. Yet, no analysis has looked at whether The EU could use FTAs as a way to bring democracy to its neighbourhood.



**JUOZAS KASPUTIS** received his MA degree in 2011 (Vytautas Magnus University, Lithuania) in the field of philosophy. His research interests include the history and prospective developmental pattern of social sciences, the humanization of social theories involving humanities and natural sciences in equal (not dominant) terms, complexity theory and its contribution to emerging new theories for approaching social reality, the methods of scientific model building including the possible cooperation between humanities and sciences.

His special interest is introducing new regional policy kit on the account of complex systems and anti-ideological premises.

### *REVISING THE AUTONOMY OF SCIENCE: COMPLEXITY AND NEW KNOWLEDGE*

This research is directed not only to the re-evaluation of interdisciplinarity within the scientific framework, but also to the analysis of reciprocal influences between scientific and unscientific realms. The notion of complexity introduces new challenges and new types of knowledge. The major aim of research is to engage philosophical and sociological aspects of science simultaneously. Such an inclusive critical approach should be more helpful in demarcating science from ideological impetus. It does not seem to be an achievable goal in absolute terms, but it should preserve the major principles of freedom of research and sustain alternative non-mainstream theories. For example, the adoption of concepts from natural sciences for social reality presupposes certain complications in the context of hidden ideological implications. The research intends to rethink hierarchical relations among sciences and to achieve new interdisciplinary approach. A new theory of complexity is helpful in reevaluating such major concepts, like causality, determinism and universalism. The research is oriented to these major results and areas of practical utilization: 1) improving the regional policy kit both on EU and national levels by introducing unconventional economic theories (like meso-economics), 2) modelling the simultaneous evolution of different social systems, 3) rethinking social sciences and their relationship with humanities and natural sciences, 4) searching for the best combination of methodology of philosophy of science and sociology of science, 5) introducing the principles of scientific guidance for future development and political processes.



**NIKOLETTA KASZÁS** has been working as a junior researcher at the University of Pannonia Nagykanizsa Campus since 2008. As a team member of the Campus she participated in more than 10 cross-border projects as a project coordinator. During this period she acquired a BA diploma in Tourism and Catering in 2009 and an MA diploma in Leadership and Management in 2012. Between 2012 and 2015 she attended the Doctoral School of Management Sciences and Business Administration at the University of Pannonia and defended her PhD dissertation in 2015. Her research field is project management, especially tender projects. In her research she examines the success of the European Territorial Co-operation Programs and tries to identify the key factors of success. A further goal is to develop a project management maturity model to these tender projects and analyze the influencing factors of the maturity of the implementing organizations.

#### ***SUCCESS AND MATURITY-AN ANALYSIS OF CROSS-BORDER PROJECT IMPLEMENTING ORGANIZATIONS***

The aim of this research is to assess the success factors of the cross-border tender projects of the Hungarian-Austrian border region, the project management maturity of the implementing organizations, as well as the role of the organizational and individual factors affecting success and maturity. In the research I try to point out the necessary organizational structure, culture, knowledge transfer methods, and the motivation and competence types that are required for successful projects and the maturity of organizational project management. I set out to investigate the following questions: Through which factors can we assess the success of the examined projects? Can we say that the cross-border project implementing organizations are mature enough for the projects of the next call for proposals 2014-2020? What kind of organizational structure, culture and knowledge transfer methods can influence the project success and the maturity of implementing organizations in the cross-border region? What kind of motivational factors and competences are needed for a successful project and a mature organization?



**ANDRÁS KISS** holds an MBA specializing in Marketing from the University of Pécs, Hungary. He also attended a cultural diplomacy program at the Institute for Cultural Diplomacy, Berlin. He is interested in nation branding, city branding, and tourism. In 2014 he started his own online branding project in the form of a website called **koszeg-INFO.com**, which intends to introduce Kőszeg and its area, support local touristic companies, and increase the brand awareness of Kőszeg in Hungary and also abroad in order to attract more visitors, convince them to stay longer, and offer them more opportunities to spend money.

***THE ONLINE CONCEPTION OF KŐSZEG – WITH SPECIAL FOCUS ON BRAND AWARENESS***

With my research I hope to raise awareness that the most commonly used city marketing and communication strategies are out-of-date and are not effective anymore. The conception of the **koszegINFO.com** project highlights the reconsideration of the existing practices. It tries to reimagine the given facilities with modern tools and possibilities. It pays special attention to visualizing everything in an innovative way. It aims at representing Kőszeg's atmosphere, milieu, history and traditions in an eye-catching manner, as well as helping the service providers getting promoted in a unique way. Also, I would like to emphasize that the surface of **koszeg-INFO.com** is a ready-made tool reflecting practical results, in the formation and realization of which the users can also participate.



**ISTVÁN KOLLAI** graduated as an economist from the Corvinus University of Budapest and as a historian from Eötvös Lóránd University. After completing his studies he began to deal with the Slovak-Hungarian dialogue at the Terra Recognita Foundation, in the course of which he edited a book called ‘Shattered Past’ about Slovak-Hungarian historical questions in Hungarian and Slovak. Another important project within the framework of the foundation was the publication of a thematic guideline about Budapest highlighting the existing traces of traditional multiethnicity (*‘Europe in Budapest’*) and the participation

in the initiative *‘Reinventing Central-Europe’* launched by Elemér Hankiss. Also, he was employed by the National Development Agency as an analyst officer, and from 2010 he fulfilled the position of a director at the Hungarian Institute in Bratislava, which ensured the opportunity of conducting several cultural dissemination projects tackling the Central European dialogue. Currently he is completing his PhD in International Relations at the Corvinus University of Budapest.

#### ***OPENESS TOWARDS CENTRAL EUROPE PUBLIC DIPLOMACY IN THE CENTRAL EUROPEAN ACTIVITIES OF THE OSCE***

The research intends to address the dilemma of how an international organization can reach out to the broader public and to different target groups within Central European societies. The process, methods, and practices of policy dissemination and partnership buildings can be defined with the term of “public diplomacy”. As a relatively new, innovative and interdisciplinary academic domain, public diplomacy has become a popular research subject lately. The research project would like to focus primarily on the role of public diplomacy within the Central European activities of OSCE (Organisation for Security and Cooperation in Europe). This choice was made due to the fact that OSCE has been fulfilling a special and active role in the Central and Eastern European (CEE) region, mainly in the field of democratisation processes. In order to estimate the results and effectiveness of public diplomacy, the expectations and experiences of OSCE-partners also have to be investigated. Through this research, analogies and distinctions might be drawn between the activities of different departments within the OSCE, which could provide the OSCE with applicable conclusions.



**BENCE KOCSEV** graduated from Eötvös Loránd University where he studied History and Sociology and specialized in International Relations and Globalization. He was member of the Saint Ignatius College of Advanced Studies. He participates in the activities of several social organisations. His research interest is the role of non-state actors in international relations and the Dutch development cooperation policy.

### *POPULISM, EXTREMISM AND EUROSCEPTICISM IN CENTRAL-EUROPE*

The main purpose of the research is to provide a complex view on these crucial issues. This research is structured into three main parts, which are intended to be continuously interlocked. The first part focuses on the current situation in Europe, with special focus on Central-Europe with respect to recent increasing gain for populists. (Is right/left still a relevant partition in Central-Europe?) Next, I would like to examine the relationship between populism, democracy and risk society, as well as the ideological variation in populist claims. (Is there a connection between the rise of the (Word) Risk Society and populism?) Third, I would like to focus on semi-peripheral countries in order to analyze political practices coming from countries of a different and of the same level of economical development. (Is there a difference between populism in Western- and Central-Europe?) This research will also address questions regarding practices which might be linked to populism, such as clientelism and authoritarianism. Are these practices linked to populism? How do these practices affect political participation? The appropriate strategies, both at the national and the European level, are specified in the third part in order to face upcoming political, economic, and social challenges in the Hungarian and the (Central-) European society.



**JOHANNA KÜGERL** holds a Bachelor Degree in Communication and Media Studies from Eötvös Loránd University. In 2015 she would like to start her Master Degree in this field at the Budapest University of Technology and Economics. She took part in a training organised by the Independent Media Education Centre in Budapest, the topic of which was PR Communication in Practice. She also worked for a PR company as a PR assistant as part of the internship requirements of the university. She is interested in public relations and planning communication strategies. Her special field of interest is the media representation of Roma communities in Hungary.

***REPRESENTATION AND SELF-REPRESENTATION OF THE ROMANY COMMUNITY IN THE HUNGARIAN MEDIA - EFFECTIVENESS IN REACHING PUBLIC AWARENESS***

For me one of the most conspicuous problems and miscommunications in the media seems to be the discourse about the Hungarian Romany minority, as it is loaded with stereotypes and represents only a few, often misunderstood characteristics and problems, and does not help to solve the difficult social and economic situation of the Roma. There are a lot of foundations, organizations, and also individuals whose mission is to provide a more real representation of this minority group, showing not only the poverty and the everyday difficulties but also the cultural values and individual achievements linked to it. Representing the cultural similarities and differences can help to avoid discrimination, and showing individual lives and opinions prevents the majority from seeing the Romany community as a faceless crowd with the same characteristics. In my research I would like to give a detailed picture of the representation of this minority group from the viewpoint of the mainstream media and find an answer as to how the represented picture could get closer to the relevant social problems. I also set out to reveal how the organisations mentioned above could take part in forming this picture.



**GEORGIOS LAMPRAKOULIS** holds two bachelor degrees, one from the Department of Humanities, the Open University of England and the other from the Department of Arts, Marconi University of Rome, Italy. He holds an MA in International Economic Relations from The Institute for Social & European Studies (ISES) in Kőszeg, Hungary. In August 2015 he is going to complete his MA in Cultural Heritage at the Central European University of Budapest, where he also received The Partial CEU Fellowship. In 2014 he received the Silver Medal in the category of “Innovative research” at the 6th European Exhibition of Creativity and Innovation of Euroinvent, which took place in Iasi, Romania, where his topic was “*Cultural and Economical Exploitation of Ancient Greek and Roman Monuments with special focus on Ancient Nicopolis*”.

### ***CRISIS IN THE EUROZONE AND PROPOSALS FOR INSTITUTIONAL SOLUTIONS FOR THE EUROPEAN UNION***

In my project I argue that radical reforms are needed in the global economic system and there is an urgent necessity for a more democratic Europe, which should offer equal opportunities for all its members. In my opinion, the overall picture of economy is disappointing and the need for a development agenda for the recovery of economy is imperative. More specifically, a new predictive policy contact is needed, with the prospect of quick and international electoral prevalence and democratic enforcement, with the message for a new European and global social-democratic policy beyond national, party-political, or the old framework of ideas. In the research innovative aspects are proposed for a ‘restart’ in economy, which is based on a real Rule of Law and a social development perspective.





**ANIKO MAGASHAZI** is a PhD candidate at the International Relations Multidisciplinary Doctoral School at the Corvinus University of Budapest. She graduated at the same institution and obtained univ. dr. degree there. She got involved in academic research following 20 years of experience in regional development and in the financial sector in Hungary and Austria. Her research interests include the role of foreign direct investment in the Southeast Asian countries as well as the production networks of transnational corporations in the Visegrad region. She has lectured on subjects of international finance and regional

economics at Corvinus University of Budapest and has given talks on her research topics at conferences in both regions. Due to her role as president of the ASEAN Development Division of the Budapest Chamber of Commerce and Industry she has the opportunity to combine theoretical and empirical research.

#### ***LOCATION ADVANTAGES WITHIN PRODUCTION NETWORKS OF TRANSNATIONAL CORPORATIONS***

The continuously expanding role of transnational corporations (TNCs) points at external players outside the scope of regions or nation-states. Where are the chances to be more successful on the 'other side' of the TNCs for national and regional institutions?

The research focuses on activities of global value chains (GVCs) combined with a further area of regional impact, the industrial clusters. East Asia offers a good terrain to analyse both aspects. Positive examples in the East-Asian region suggest that proactive, future-oriented development of regional opportunities help to advance economies and societies in the interconnected world of GVCs.

The high complexity of GVCs sets challenges, but offers possibilities for the Visegrad Four (V4) countries, too. The competition of emerging regions in different continents brings the neighbouring countries closer regarding the reaction to those impacts. Will the V4 countries use their framework of collaboration existing since 1991 instead of or alongside the fierce competition for FDI? International economics, international relations, economic geography, international business and management can provide background through which development and impacts will be analysed.



**ÁGNES MELHARDT** is an MSc-student at the Corvinus University of Budapest, where she studies Finance. Her main interest is corporate finance and the lending possibilities of small and medium enterprises. She has worked as a teaching assistant and lecturer on corporate finance. She was the head of the Recruitment Team of the Saint Ignatius Jesuit College of Advanced Studies. Currently she is studying the effects of the recession on corporate lending in Hungary.

***THE ROLE OF FINANCING SMALL AND MEDIUM ENTERPRISES  
IN THE V4 COUNTRIES***

The role of small and medium enterprises in the economic system of Central Europe is unquestionable: they play a significant role in contributing to employment, output, and income. However, the SMEs have to face many difficulties in the region due to the financial crisis. Many of them cannot gain financial resources for their operations. It is a big problem not only for the SMEs but the whole economy as well. In my research I try to examine the real situation of SMEs in our region. I will concentrate on the financing opportunities of SMEs in the V4 countries and I will compare the situation of these countries with the West European ones. I will emphasize the different acts of V4's central banks, which aim to help SMEs to have access to financial resources. The aim of my research is to give a possible solution for the financial problems of these small enterprises, so that the economic system of the region can develop, as I think that the future of a New Central Europe with strong economy is based on financially strong SMEs.



**GERGŐ MELHARDT** is a Master's student of Literary and Cultural Studies at Eötvös Loránd Tudományegyetem and also at Eötvös József College in Budapest. His main interests include Hungarian literature in the early XXth century and he also does research on contemporary literature. He defended his BA thesis in 2015 which dealt with the interpretation of Milán Füst's 1942 novel, *The Story of My Wife*.

**ELEMÉR HANKISS AND HUNGARIAN LITERARY THEORY  
IN THE 1960-70S**

Elemér Hankiss started his career as a literary theorist and literary historian. Between 1965 and 1975 he worked in the Institute for Literary Studies of the Hungarian Academy of Sciences. The 1960s and 70s now seem very interesting decades in Hungarian literary studies. On the one hand, Marxist and Lukácsist theory had a great impact on humanities and then were slowly losing importance, on the other hand, as a result of the political situation there was nothing else literary scholars could resort to but local versions of structuralism. The Hungarian Socialist Workers' Party eventually banned structuralism by the mid-70s from all places of institutional literary studies. This momentum raises more general questions about political power and the 'freedom' of science and these might help us recognise our present-day scholarly position in Central Europe. The questions about Hungarian structuralism and Elemér Hankiss's contribution to humanities in this period raise further contemporary issues: how can we evaluate his works from a present-day perspective? How can we use them in higher education? What can we apply from Hankiss's early literary theoretical achievements and his unmistakable argumentation techniques to improve the way of thinking of present-day intellectuals and decision-makers?



**SZILÁRD MOLNÁR** graduated from the Institute of Sociology at Eötvös Lóránd University and currently he is a PhD candidate at the PhD Council of Social Communication of the Corvinus University of Budapest. He spent 10 years working at the BME-UNESCO Information Society Research Institute, also as a research director. His main areas of research include social capital, digital divide, e-government, e-democracy, e-inclusion. He is the editor-in-chief of the periodical '*Information Society*'. For his professional results achieved in the national research of digital divide he was awarded the Pro Information Society

Medal by the Prime Minister's Office. He participates in the activities of several social organisations, currently he is the chairman of the Magyar Zoltán Association for Public Administration Sciences, board member of Inforum, and a founding member of the Society for Hungarian Communication Sciences. Since 2012 he has been member of the expert advisory board of the National Council for Telecommunications and Informatics (NHIT).

#### **COMMUNITY INFORMATICS AND THE DEVELOPMENT OF THE SMART CITY**

In my survey I will take a look at the tools and applications available for communities acting in the digital world, which enable them to make their own decisions. These tools can promote social participation, social connections, sociability, and the social capital. I set out to write two closely related comprehensive studies based on two theses:

1. The digital divide is reproduced with the growth of the complexity of the digital world. This process must be studied precisely in order to plan more efficient interventions and define active social policy tools.
2. The increased communication facilities do not create communities automatically; therefore, solutions which are able to promote 'interpersonal glue' are needed, namely the social capital in the digital age. Social informatics solutions and tools are great opportunities for example in case of the development of a digital city.

I claim that the development of informatics and the information society will be useless if it does not promote community level processes, keep and strengthen standards and solve latent social problems. These aspects can appear in a conscious, planned way in new development trends, as for example the development of the intelligent cities.



**ANIKÓ NÉMETH** is a PhD Student at the Department of Quantitative Methods, University of Pannonia. She graduated as a technical-engineer manager in 2010 and as a logistic manager in 2012. She has experience in TPM (Total Productive Maintenance), Lean consulting, and maintenance development. She is member of the Pro Scientia Gold Medalists Organization and the Economics Department of the National Association of PhD Students. Her research interests are project management methods, maintenance management and strategies, logistic information systems. She can be contacted at [nemethani@gtk.uni-pannon.](mailto:nemethani@gtk.uni-pannon.hu)

[hu](mailto:nemethani@gtk.uni-pannon.hu) and at the Department of Quantitative Methods, Faculty of Business and Economics, University of Pannonia, Veszprém.

### ***MAINTENANCE ON SCALE-FREE NETWORKS***

The study of complex networks is a novel but extremely rapidly increasing field of interest of scientific research, inspired primarily by the empirical study of real-world networks such as computer networks and social networks. 'Networks are everywhere': Internet, power grids and transportation systems can be characterized as special networks. In spite of the fact that complex systems can be modeled by simple graph objects (nodes and arcs), the structure and properties of large scale systems were hardly known until recent years. Maintenance Excellence is a requisite of World-Class Operations. Well planned, properly scheduled and effectively communicated jobs accomplish more work more efficiently and at a lower cost. Preventive/Predictive Maintenance (PPM) is not conceived to put equipment in the proper condition but to maintain it in that condition from the time of acquisition or restoration. PPM methods are mainly used in industrial maintenance projects, where the system and the maintenance project can be characterized as random networks. However the maintenance of complex systems like power grids and routers may require different kinds of planning and maintenance methods. The scope of this research is to develop a new project planning method for complex systems, on scale-free networks. The new maintenance planning method will support the maintenance planning and scheduling of complex systems maintenance. The new proposed method will also support the procedures of complex systems reliability.



**PETRA PAULIĆ** holds an MA degree in Economy from the University of Rijeka, Croatia. She also completed the Cultural Heritage Management and Sustainable Development postgraduate programme at the Institute for Social and European Studies (ISES) in Hungary. She participated in numerous projects as a research assistant, including the UNESCO project “Cool Industries for the Creative City”, “Zagreb as a Cultural Product” and “Creativity in the Promotion of Cultural Identity” at the Institute for Development and International Relations, and “Identity of the City of Labin” at the Faculty of Architecture in Zagreb.

Currently she is engaged as a co-author of the Bid Book for the European City of Culture 2020, City of Pula. Her main fields of interest are cultural/creative industries, creativity, creative education and critical theory.

### ***RETHINKING EDUCATION***

The constant development of new forms of economy facing current economic and social crises requires the careful rethinking of education and literacy. Yet, structuring an educational model solely on good practical examples and as an answer only to modern economic demands without integrating critical theory of education is a poor process. Education needs to aim at creating a respectful society, not only to help reproduce existing capitalist society and create new form of skills put in the service of capital accumulation. Education, in this regard, as a mainstay of modern society is under huge pressure to meet the needs of social transformation processes. However, this restructuring is often fragmented and unclear of its direction and long term purpose. Any reconstruction in education moves beyond just an educational reform, and therefore requires to be based on deeper understanding of the connection between society and education. The restructuring of the educational system, consequently, needs to consider synthesizing practical theory with perspectives of classical philosophy of education, thus critical pedagogy.

The aim of the research is to synthesize practice and critical theory in education, with the purpose of creating a ground for public policy recommendations. The research will combine analyses of creative education theory and detecting and analyzing good practice examples.

Ultimately, this research will provide comparative analysis of given results and articulated key themes of education reconstruction, which will indicate how traditional aspect of education should be transformed.



**ANATOLY SHIKHOV** is a research student at the Institute for Social and European Studies. He has a Bachelor of Law degree, which he received from Kuban State University, Russia. His research interests are the development of democracy, economic crisis in Europe, conflict resolution, and international politics with special focus on peace building, democracy, and human rights. He is also interested in the exploration of Asian countries, especially China. He completed a semester of Chinese language at Shenzhen University in 2013.

***CORRELATIONS BETWEEN THE DEVELOPMENT OF DEMOCRACY AND INTERNATIONAL ECONOMIC RELATIONS IN EUROPE: CONTEMPORARY ECONOMIC CRISIS IN EUROPE: CAUSES, RESULTS, AND OPPORTUNITIES.***

The research project aims to explore the relationship between the level of democracy and economic development in Europe. The presupposition is that high economic growth and the diversification of industry are possible only in countries with a high level of democratic freedom. In addition, the paper would also like to investigate the importance of good conditions for the development of small businesses, and the impact of having such conditions for macro-level economy, as I claim that small businesses make up the primary economic foundation of any country. An evaluation of democratic conditions and their relation to the economic structures would also allow for an innovative approach to analyze the contemporary European crisis. The research would not only examine the apparent economic causes, effects, and consequences of the crisis but attempt to determine its conditions of possibility within the institutional structures of democratic governance. My personal stake in researching the link between European democracy and economic relations comes from my nationality: being a concerned Russian citizen, I am deeply aware of the acute lack of democratic freedom in my country of origin, and the poor living conditions that a large part of the population faces there.



**BLENDI SHIMA** was born in Tirana in 1980. He is a professor at Tirana Business University, Faculty of Business Administration. Currently he is completing his dual doctoral degree program at SMC University in collaboration with Universidad Central de Nicaragua in the field of Business Administration. He has worked for several international companies, such as Al Kharafi Group, Abcom Ltd, and Sonnentor Ltd and agencies such as United Nations Population Fund, Tirana office. Through extensive contacts with customers, scholars and researchers in the business field and assisting in merchandising and the performance of daily operations, he gained experience in miscellaneous business activities as well. His research interest is in the field of management, human resources, and entrepreneurship.

***THE CONTRIBUTION OF ALBANIAN UNIVERSITIES TO INFLUENCING STUDENTS' ENTREPRENEURIAL INTENTIONS***

The higher education sector, including business education, is facing a great number of problems, and the system has to change in a variety of ways, including shifting the focus from quantity to quality and creating the opportunity for a qualitative education. In addition, the successful revival of entrepreneurship in the country will definitely contribute to job creation, flexibility, competitiveness, innovativeness, and job satisfaction. The purpose of this research is to examine the relationship between entrepreneurship education at Albanian universities and its impact on the entrepreneurial intentions of students participating in such programs. It focuses on investigating whether young graduates have the necessary skills that are required to become part of the entrepreneur world.





**FLÓRIÁN STRACK** is a Masters student in Tourism-management at the University of Pannonia. In 2014 he graduated as an economist specialising in Tourism and Hospitality. In the same year he participated in the Institutional Scientific Students' Associations Conference of the University of Pannonia and came first in Economic Sciences (Tourism). He also participated in the XXXII. National Scientific Students' Associations Conference in 2015 and won 2nd place in Economic Sciences (Tourism, Health-, Eco-, Medical-, Sport Tourism). His

research interests are in strong connection with medical, wellness and cultural oriented tourism development, sustainable tourism development and the operation of health oriented hotels. Currently, he is one of the demonstrators in the Department of Tourism at the University of Pannonia.

### ***SUSTAINABLE ATTRACTION DEVELOPMENT IN KÓSZEG AREA***

The research focuses on grubbing and analysing a cultural and a natural attraction, including the synagogue of Kőszeg and the Nature Park of Írott-kő. The basic aim of my research is to argue that their sustainable development is necessary and these attractions are worthy for tourism oriented development. In my opinion, it is necessary to create a method which is applicable to the development of other city's attractions similar to the ones mentioned above. As for the previously mentioned cultural attraction I will put emphasis on the possible ways it can be revitalised based on best practises from Hungary and abroad. I will observe the needs and expectations of potential visitors while keeping the interest of locals in mind.

In connection with the appointed natural attraction I will deal with its potential regarding health tourism supply and possibilities to develop a climatic health resort.

During the research period primary data will be collected with the help of online questionnaires filled in by locals and potential tourists as well as in-depth interviews made with shareholders of formerly mentioned attractions and some experts of the given topic. Furthermore, I plan to organize a focus group discussion in Kőszeg focusing especially on the opportunity of a climatic health resort.

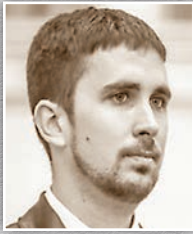


**DÁNIEL RÓBERT SZABÓ** holds an MA in Economics and is a PhD candidate working as an assistant lecturer at Széchenyi István University. His main fields of research and scientific interest are regional economics, risk management, and sustainable development. He can be contacted at [danielrobertszabo@gmail.com](mailto:danielrobertszabo@gmail.com) and at the Kautz Gyula Faculty of Economics, Department of Economic Analyses.

### ***KŐSZEG FROM THE PERSPECTIVE OF POLYCENTRISM***

New economic theories aiming at sustainable development build strongly on the directives of subsidiarity and localization, which could be understood as a form of 'economic democracy'. In general polycentric spatial structures in a particular area can be considered as more equitable, efficient and sustainable structures than mono-centric ones. The criteria of balanced networks of settlements may vary, which is why we should focus on the assessments of polycentric structures when we talk about them as possible or desired options. The need for city-networks with multiple centres has been raised since the Aalborg Charter in 1994, and it can still be found in almost every major policy document of the European Union dealing with territorial development.

If we focus on a particular country - in this case Hungary, and specifically on the region of Kőszeg and its agglomeration, the question of how we should deal with polycentrism crops up. Another issue of importance is: what sort of connections can be found between the Kraft-index and the disciplines above? The aim of this research is the positioning of Kőszeg and its agglomeration in the polycentric spatial structure.



**MIKLÓS SZILÁGYI** is the conductor of the Wind Orchestra of Kőszeg, the Concordia-Friendship Choir, and the Fidelissima Choir. Also, he has extensive experience in composing and arranging music for choir and wind orchestra. Following his primary musical education as a percussionist, he graduated as a music teacher from the University of West Hungary with Alma Mater Award and received his MA as conductor of wind orchestras graduating Summa Cum Laude from the University of Debrecen. From the year of 2007 he has been composing many pieces both for choir and wind orchestra, including the ‘Ostrom

Opera- Kőszeg 1532’, which was part of his research into the musical past and traditional opportunities of Kőszeg and which was joint winner of the Bartók Plus Opera Festival and was performed in 2014. He is constantly participating in master courses for conductors to improve his professional skills.

#### *CENTURIES OF SOUNDS IN KŐSZEG*

My research aims at the composition of a piece of music presenting the musical traditions of Kőszeg. The birth of such piece could be a proper overture of 2016, the year of an important jubilee in Kőszeg as next year is going to be the 170th anniversary of Franz Liszt’s concert in Kőszeg. Moreover, the Wind Orchestra of Kőszeg is celebrating the 150th anniversary of its foundation next year. The double anniversary provides an excellent opportunity for drawing attention to the importance of preserving our musical heritage and constantly renewing musical life. In my research program I want to use relevant musical allusions and commemorate those great musicians who can be related to the town of Kőszeg. The outcome of the project is going to be an orchestral composition divided into movements, composed for wind orchestra and in some parts supplemented by piano, string orchestra, brass chamber ensemble and vocal tones. Besides composing the piece, performing it is also on my agenda.



**KRISZTINA SZŰCS** is currently President at Europolanta Association in the NGO sector of Hungary, responsible for leading NGOs in the field of environmental education (program management, timing, resources, financials of 190k EUR, reporting). Previously she was Quality System Manager, Supplier Compliance Leader EMEA, and Supplier Compliance Manager for EMEA at General Electric Hungary Zrt., responsible for ISO 9001 and ISO /TS 16949 compliance of 2500+ employees, internal and certification audits, CEO reporting and also Managing Supplier Responsibility Guidelines Program, ensuring environmental, health and safety compliance of 3000+ suppliers, auditing, tracking and compliance reporting in the Electrical Industries. In the past she also worked as Project Assistant in the Regional Environmental Centre of CEE

### ***COMPETITION AND COOPERATION - DEFINING THE COMPARATIVE CRITERIA OF ECOLOGICAL AND ECONOMICAL FIELDS***

In the past years Sustainable development has become the primary goal of the developed countries. On one hand the dominant socio- economic sustainability remains questionable in many ways, on the other hand the natural ecosystems demonstrated their sustainability with their long history. Although both systems exhibit examples of competition and cooperation, social systems may have much to learn from natural systems. In my research I will attempt to identify characteristics that can ensure the long-term sustainability of natural systems and communities. To reach the goal of “new economy” we should change the pillars of “economism” with state of the art’ values: 1. Equilibrium despite Growth; 2. Cooperation despite competition; 3. Potentiality despite Effectivity. (Tóth [2013]) i1. The research is going to interpret the concept of cooperation and sustainability of both economical and natural systems in order to identify the appropriate units of comparison of the two systems. Which strategy is the most effective and which is sustainable in the long term? Qualitative and quantitative analysis of both systems will follow, since the evolution of economical actors is still ongoing (Meyer, 2003) 2. Using the patterns of the natural systems I am aiming to work out and develop an international and innovative method to analyze the present and future sustainability of companies by observing their attitude regarding cooperation.



**HENRIETTA TRÁDLÉR** is working on her master thesis at the History Department at Eötvös Loránd University. Her academic interest includes Hungarian social history, gender history, and the history of crime. She is editor of the historical periodical, *Sic Itur ad Astra*, member of Történeti Kollégium (Special College of History), and also the Tiszazug research group at ELTE.

***SOCIAL USE OF URBAN SPACE***

My work focuses on the urban environment, the downtown, its buildings, the castle and the two churches of Jurisics Square in Kőszeg. I would like to understand how they gained a symbolic meaning and how they shaped collective local identity. During the investigation I reconstruct the mental map of the burghers of Kőszeg, their images of their own urban space and homes, and also how these images are related to their local identity. My goal is to examine the social use of space, its symbolic meanings, and also the control of particular scenes. An innovative element of my work is that I investigate how the points of collective memory were crystallized. To answer these questions I will study local orders, and other documents of the city council. Through them I can gain better understanding of urban ceremonies, and also how the representatives of local political power transmitted messages through built environment. I examine the symbols of the city gate and also its explanatory potentials. By analyzing the use of space by various social groups I can get a better understanding of parallel urban visions within the same community.



**YILONG XIE** is a first year Ph.D. student at the Department of Physics and Technology at the University of Bergen. He majored in Particle Physics. Before coming to Bergen he completed his master degree of Physics at China University of Geosciences. His doctoral study is supported by the China Scholarship Council. Recently he worked on Rotation and Polarization in Relativistic Heavy Ion collisions, trying to calculate the Polarization in high energy collisions with Professor Laszlo Pal Csernai. This group recently addresses the simultaneous volume ignition of the nuclear D-T fuel, which raised large interest among nuclear physicists.

### *MASSIVE ENERGY RESOURCES OF THE FUTURE*

At present the most advanced and realistic possibility for massive energy production is nuclear energy. The present nuclear power production via fission is at the stage of technological development, aiming for technical stability, passive security and better solutions of handling radioactive waste. The first research goal, the theoretical study of inertial confinement fusion, has scientific questions parallel to those recently occurring in high-energy nuclear physics. The secondary wider academic goal is to contribute to a better and reliable academic discussion of the economic and social consequences of massive energy production. The planned activity will be based on theoretical and computational natural science work. This will require some access to high performance computing.

**New Central Europe 2 Fellowship Program**

**RESEARCH GROUPS**

**Central Europe: Regional and National Identities**

Stefano Bianchini	Marianna Kosic
Lorina Buda	Anikó Magasházi
Egor Fedotov	Nikoletta Kaszás
Agnesa Karapetyan	Dimitar Nikolovski
Krisztina Keller	Michal Vasecka
István Kollai	Christopher Walsch
Bence Kocsev	Aleksandar Vanchoski
Nóra Rodek, Berkesné	Kristina Doda
Groza Michaela Maria	Ágnes Melhardt

**Cultural Heritage Management**

Nóra Berkes	Szilvia Kántor
Anna Bokányi	László Z. Karvalics
Péter Bokányi	Krisztina Keller
Tamás Fejérdy	Krisztina Loncsár
Melinda Harlov	Monika Mátay
D. A. Jelencic	Szilárd Molnár
Tibor Czizmadia	Gaudenz Assenza
Lajos Szabó	Zsolt Csortán
András Kiss	

**History, Culture and Art**

Anna Manchin	István Sümegi
Attila Pók	Mónika Mátay
Henrietta Trádlér	Angelika Bálint
Tamás Bezsenyi	Zoltán Vági
Gergő Melhardt	Imre Söptei
Iván Bába	Johanna Kügerl
Miklós Szilágyi	Zoltán Mizsei



### **Multilingualism and Psycholinguistics**

Judit Navracsics	Marjolijn H. Verspoor
Vincent van Heuven	Gyula S�ary
Szilvia B�tyi	Kees de Bot
G�bor Hamp	Vincent J. van Heuven

### **Sustainable Economies Through Tourism, Gastronomy and Recreation**

Ildik� Ernst	Zs�fia Papp
Kata L�rincz	Fl�ri�n Strack
Szilvia K�ntor	D�niel R�bert Szab�

### **Complex Systems: Globalization, Governance, Economy, Environment and Society**

#### **“Big Data” – The Methodology of numbers**

Janos Abonyi	Csaba Heged�s
Kl�ra Benda	Zsolt Kosztyan
Dezso Boda	R�bert Manchin
Betsabe Garrido Perez	Anik� N�meth

### **Critical Thinking**

Gy�ngyi F�bi�n	James Skelly
Petra Paulic	Nicholas Chandler
Anita Trnav�evi�	

### **Economies and Societies–New Political Economy**

Andrew Black	Juozas Kasputis
Stuart Holland	L�szl� K�kai

### Ecological Systems

Lorina Buda	Szabolcs Sebrek
Laszlo Csernai	Blendi Shima
Tamás Kocsis	Szabolcs Varga
Georgios Lambrakoulis	Gyula Zilahy
Csaba Németh	Krisztina Szűcs
Yilong Xie	

### New Governance

Nóra Berkes	Jody Jensen
Anthony Halog	Dániel Róbert Szabó
Pató Gáborné, Beáta Szűcs	Krisztina Bertalan

# WHITHER EUROPE?

Evaluating the past and forecasting the future

20th Summer University of ISES  
program

21 June–3 July 2015  
University of Pannonia, Kőszeg Centre  
Europe House, 14 Chernel street, Kőszeg, Hungary

## 21 JUNE, SUNDAY

**16:00** *Opening and Graduation Ceremony*  
Béla Báthly (Vice Mayor of Kőszeg), Ferenc Miszlivetz

### Isis Goddess String Quartett

**16:30** *The Significance and Consequences of Transition*  
Gert Weisskirchen, George Schöpflin, Iván Bába, Miklós Réthelyi (Chair of the UNESCO Hungarian National Commission), Stuart Holland, James Skelly, Ferenc Miszlivetz

**18:00** *Reception*

## 22 JUNE, MONDAY

**10:00- 12:30** *Evaluating the past 25 years*  
István Szent- Iványi, Rastislav Kacer (SK- Ambassador)  
moderator: Iván Bába  
**CZ in EU and the Czech presidency in V4 - Juraj Chmiel (CZ - Ambassador)**

### Lunch at Kékfény Restaurant

**14:30–17:00** *Redefining Central Europe after 25 years*  
Roundtable discussion: Robert Manchin, Iván Bába, István Kollai  
chair: Ferenc Miszlivetz

**19:00** *Regaining the Freedom of Central- European Countries*  
Interactive film club by Michal Vasecka

## 23 JUNE, TUESDAY

**10:00- 12:30** *Opening speech:*  
**Outside Visegrad Group, Inside Central Europe–Perspective of Slovenia -**  
Ksenia Skrilec (SLO – Ambassador)

**Visegrad 4 workshop: From Visegrad Four to Visegrad Six? New perspectives for Central European cooperation twenty-five years after the fall of the Iron Curtain**

Chair: Christopher Walsch

Anikó Magasházi, Michal Wisniewski, Michal Vasecka

**Language and Identity**–Judit Navracsics

*Lunch at Kékfény Restaurant*

**15:00–17:00 Innovation for Sustainable Future in Central Europe**–Dale A. Martin (Siemens), Ferenc Pongrácz (IBM), Gyula Zilahy  
Chair: Stuart Holland

**21:00 History and Film**–film club in Portré Garden

**24 JUNE, WEDNESDAY**

**10:00- 12:30 Bicentenary of the Congress of Vienna: 200 years of the European ideal** – keynote: Graham Bell (Renaissance Foundation)

**Investment for the Future–Future Trends**

chair: Andrew Black

**Human Activities and Global Climate Change**–András Gelencsér (UP)

**Problems, Challenges and Tasks in our „New” World-** Norbert Kroó (HAS)

*Lunch at Kékfény Restaurant*

**14:30 - 17:00 Students’ workshop on EU Project Management**  
coordinator: Lajos Szabó, Anikó Németh, Nikoletta Kaszás (UP)

**19:00 Piano concert: Károly Binder**

**25 June, Thursday**

**10:00- 12:30 UNESCO Day of Remembrance - Israel and EU relations-** Ilan Mor  
**Synagogue project Kőszeg**–Graham Bell, Tamás Fejérdy  
**Local Jewish Communities** - Péter Mezei  
Chair: Mónika Mátay

*Lunch at Kékfény Restaurant*

**13:30-14:30 Guided tour in Kőszeg**–Tamás Fejérdy

**14:30- 17:00: Workshop on Resilience**  
Matthias Theodor Vogt, László Z. Karvalics, Tamás Fejérdy, Ders Csaba  
**Jewish Culture** - Géza Kulhay

**19:00 Piano concert: Géza Kulhay**

**26 JUNE, FRIDAY**

**10:00- 12:30** **Global Transformations: Challenges for Societies + Education, Economies + Businesses, Politics + Politics**–Jody Jensen, Stuart Holland, Juozas Kasputis

**What to do? How to do?–Novel Models for Managing Large- scale Project Portfolios?** - Zsolt Tibor Kosztyán, Anikó Németh, Csaba Hegedűs  
*Lunch at Kékfény Restaurant*

**15:30- 17:00** **Black Swans in Kőszeg - Remembering Elemér Hankiss** - Roundtable Talk  
Mónika Mátay, László Z. Karvalics, Stuart Holland

**UNESCO MOST program**–Ferenc Miszlivetz  
**Innovative Strategies and Method for European Research**– Stuart Holland

**21:00** **History and Film–film club in Portré Garden**  
Mónika Mátay, Attila Pók, Anna Manchin

**27 JUNE, SATURDAY**

**KRAFT Field Trip**  
Veszprém, Lake Balaton

**28 JUNE, SUNDAY**

**Trip and picnic, Kőszeg**  
*Lunch at Kékfény Restaurant*

**21:00** **History and Film–film club in Portré Garden**

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**2nd WEEK**

**29 JUNE, MONDAY**

**10:00- 12:30** **Cultural Action in Europe**–Luca Bergamo  
**New Responses to Old Challenges of Nationalism**–Marianna Kosic  
**The Interregional European Policy: Croatia and Central Europe** - Hrvoje Spehar  
Chair: Robert Manchin

**Referendum and Democracy: Putting the Demos on Stage**–roundtable discussion  
*Lunch at Kékfény Restaurant*

**14:30–16:45** **Role of Education in Social Integration and Improvement of Quality of Life–Hungarian Example** - László Rosivall, Attila Pók, Shahrokh Mirza Hosseini

**17:00** **Café Bloom**–"To Drink or not to Drink" - László Rosivall, József Láng

**30 JUNE, TUESDAY**

**10:00- 12:30** **KRAFT - Creative Cities and Cultural Heritage Management Projects**  
Gaudenz Assenza, Tamás Fejérdy, Daniela Jelincic, Eszter Márkus, Alan Clarke, László Z. Karvalics

**Book launch: Creative Cities and Sustainability**

Chair: Ferenc Miszlivetz

*Lunch at Kékfény Restaurant*

**14:30–17:00** **The Economic Crises and the Non- profit Organizations in the East-Central European Regions**–László Kákai

**Workshop: Sustainable Regions**- Gyula Zilahy, Krisztina Loncsár, Katalin Lőrincz, Nóra Berkes, Ildikó Ernszt, Dániel Róbert Szabó, Krisztina Keller, Tamás Fejérdy, Eszter Juhos, László Z. Karvalics

**17:30** **Lettre Internationale**–Éva Karádi

**1 JULY, WEDNESDAY**

**10:00- 12:30** **Aspects of Big Data**  
Chair: László Z. Karvalics

**The place of Big Data in Data History** - László Z. Karvalics

**Big Data as Scientific Paradigm Changer**–Robert Manchin

**Social Impacts of Big Data: Pro&Con** - Robert Manchin, László Z. Karvalics

*Lunch at Kékfény Restaurant*

**14:30–17:00** **Life Garden–The Hungarian Pavilion of EXPO 2015, Milano** - Géza Szócs

**Modelling Complex (Social) Systems**–János Abonyi

**Music Industry and Digitalisation** - Zoltán Mizsei

**Print vs. Digitalisation** - Attila Csordás, Zoltán Melhardt

**Quiz on Central European Culture**

coordinator: Krisztina Keller, Nikoletta Kaszás

**19:00** **Concert: Zoltán Mizsei**

**2 July, Thursday**

**10:00 - 10:30** **Central European Cultural Quiz**–Krisztina Keller, Nikoletta Kaszás

**10:30–12:30** **Learning from Places** - Mario Neve  
**A Functional Model for Social Sciences: Memetics**–Dezső Boda  
Chair: Tamás Fejérdy

**Dare to Imagine Europe 2035: A New European Narrative–Student Panel**  
**Chair: Jody Jensen**  
**Comments: James Skelly, Stuart Holland, Andrew Black**

*Lunch at Kékfény Restaurant*

**14:30–17:00** **Contentious Politics in South- Eastern Europe**–Dimitar Nikolovski  
**The Future of the Balkans** - Stefano Bianchini  
**The Security aspects of the Migration on the Western Balkans**–Trpe  
Stojanovski

**17:00** **Workshop - What Can the Social Sciences and Humanities Learn from  
Film?** coordinator: Mónika Mátay, Anna Manchin

**Café Bloom** - Stefano Bianchini

**Closing Ceremony and Reception**

**3 JULY, FRIDAY**

**10:00- 12:30** **Evaluation of Individual and Team Projects - Results of June 24 Students’  
workshop** coordinator: Lajos Szabó (UP)

*Lunch at Kékfény Restaurant*

*INVITED SPEAKERS:*

Abonyi, János–University of Pannonia  
Assenza, Gaudenz–Palacky University  
Bába, Iván–Former State Secretary, Ministry of  
Foreign Affairs  
Béla, Básthy–Vice Mayor of Kőszeg  
Bell, Graham–Renaissance Foundation  
Bergamo, Luca–Cultural Action Europe  
Berkes, Nóra–University of Pannonia  
Bianchini, Stefano–University of Bologna  
Binder, Károly–Liszt Academy of Music  
Black, Andrew–London Metropolitan  
University  
Boda, Dezső–University of Pannonia  
Chmiel, Jurai–CZ–Ambassador  
Clarke, Alan–University of Pannonia  
Csaba, Ders–Planner- in-Charge of Pécs  
Csordás, Attila –  
Gábor, Élő–Széchenyi University

Ernszt, Ildikó–University of Pannonia  
Fejérdy, Tamás–ICOMOS  
Gelencsér, András–University of Pannonia  
Hegedűs, Csaba–University of Pannonia  
Holland, Stuart–Coimbra University  
Hosseini, Shahrokh Mirza–Science and Art  
Academy of Salzburg  
Jelincic, Daniela–Institute for Development and  
International Relations  
Jensen, Jody–Hungarian Academy of Sciences  
Kacer, Rastislav–SK–Ambassador  
Kákai, László–University of Pannonia  
Karádi, Éva–Hungarian Academy of Science  
Z. Karvalics, László–University of Szeged  
Kasputis, Juozas–University of Pannonia  
Kaszás, Nikoletta–University of Pannonia  
Kathy- Horváth, Lajos–Science and Art  
Academy of Salzburg

- Keller, Krisztina–University of Pannonia  
Kiss, Ilona–Sholohov University, Moscow  
Klein, Rudolf–Szent István University  
Kollai, István–Hungarian Institute in  
Bratislava  
Kosic, Marianna–University of Trieste  
Kosztván, Zsolt Tibor–University of Pannonia  
Kroó, Norbert–Hungarian Academy of Science  
Kulhay, Géza–Pianist  
Láng, József–Wine expert  
Loncsár, Krisztina–University of Pannonia  
Lőrincz, Katalin–University of Pannonia  
Magasházi, Anikó–Corvinus University of  
Budapest  
Manchin, Robert–Europa Nova  
Manchin, Anna–Center for Jewish History  
Martin, Dale A.–Siemens  
Mátay, Mónika–ELTE  
Melhardt, Zoltán–IT Expert  
Mezei, Péter–President of Jewish Community  
of Szombathely  
Miszlivetz, Ferenc–ISES  
Mizsei, Zoltán–Liszt Academy of Music  
Mor, Ilan–Ambassador for Israel  
Navrasics, Judit–University of Pannonia  
Németh, Anikó–University of Pannonia  
Neve, Mario–University of Bologna  
Nikolovski, Dimitar–University of Pannonia  
Palánkai, Tibor–Corvinus University of  
Budapest  
Pók, Attila–Hungarian Academy of Sciences  
Pongrácz, Ferenc–IBM  
Radman, Gordan Grlic–HR–Ambassador  
Réthelyi, Miklós–Chair of the UNESCO  
National Commission  
Rosivall, László–Hungarian Academic of  
Science  
Schöpflin, György–European Parliament  
Skelly, James–Juniata College  
Skrilec, Ksenia–SLO–Ambassador  
Spehar, Hrvoje–Zagreb University  
Szabó, Lajos–University of Pannonia  
Szabó, Dániel Róbert–Széchenyi István  
University  
Szent-Iványi, István–former Ambassador in  
Slovenia  
Szócs, Géza–State Secretary  
Stojanovski, Trpe–MARRI Regional Center  
Vasecka, Michal–Masaryk University  
Vogt, Matthias Theodor–Saxonian Institute for  
Cultural Infrastructure  
Walsch, Christopher–Central European  
University  
Weisskirchen, Gert–SPD of Germany  
Wisniewski, Michal–Cracow University  
Zilahy, Gyula–Corvinus University of  
Budapest





# KRAFT-CREATIVE CITIES, SUSTAINABLE REGION IN CENTRAL EUROPE 1ST INTERNATIONAL CONFERENCE

## PROGRAM

VENUE: KŐSZEG, JURISICS CASTLE, MAIN HALL  
(LOVAGTEREM)

TIME: SEPTEMBER 18-20 2015

### SEPTEMBER 18 FRIDAY

12.00-13.00 **Registration**

13.00-13.40 **Welcome and Opening**

László Huber, Mayor of Kőszeg, Péter Ágh, MP for Kőszeg, Eszter Vitályos, state secretary for EU innovations, Prime Minister's Office, György Schöpflin, MEP, Ferenc Mislivetz, founder of KRAFT

13.40-14.40 **Keynote speech: Lajos Koszorú**, architect, SZIU, CUB, BTU: *Integrated Regional Development - what are the goals?*

14.40-15.00 **Coffee Break**

15.00-16.30 **Heritage and Innovation**

Chair and moderator: Gábor Soós, UNESCO expert

14.45-15.10 **Ferenc Pongrácz**, Director of Development, IBM: *Innovation, Networks, Intelligent Cities: the role of the new Kőszeg Knowledge Centre in Integrated City and Regional Development*

15.10-15.30 **Géza Entz**, art historian: *Making Built Heritage Accessible and Monument Topography*

15.30-15.50 **Mónika Mátay**, historian at ELTE, *Talking Houses in Kőszeg*

17.00-17.30 **Szabolcs Takács**, state secretary for EU matters, Prime Minister's Office, President of International Holocaust Remembrance Association: *The Role of Historical Memory in Urban Culture-Synagogues as Sites of Memory*

16.30-17.30 **Guided walk to the Zwinger tower**. Guide: **Béla Báthly**, Vice Mayor of Kőszeg

17.30-18.30 **Roundtable: KRAFT Pecha Kucha I.**

Introductory speech and moderator: **László Karvalics Z.**, University of Szeged  
Comments: researchers of the KRAFT research group, University of Pannonia

**László Karvalics Z.**, *Triple extension of KRAFT: new laps in Kőszeg project, methodology development and KRAFT-points*

**Robert Manchin**, *Culture and Wellbeing; what Makes a city Attractive to Visitors and to Locals?*

**Gergő Baráth**, *The Possible Role of Community Building in Micro-scale Regional Development*

**Ildikó Ernstz**, University of Pannonia, *“Take it Slow” - The Case of Slow Tourism*

**19.00 Reception**

### SEPTEMBER 19 SATURDAY

**9.30–10.00 Registration**

**10.00–12.00 “Smart City”, “Slow City”, “Learning City”: Creative Cities–International Best and Next Practices**

Chair and moderator: Béla Básth, Vice Mayor of Kőszeg

**Vinzenz Knor**, Mayor to Güssing, *Smart City*

**Mario Neve**, University of Bologna, Ravenna, *Are Places Creative?*

**Ricardo Zuquete**, University of Lisbon, *„The train slows down (...) I have arrived to Lisbon, but not to a conclusion.” - Cultural Heritage Management in the City*

**N. Miguel Seabra**, University of Lisbon, *Regionality: Towards a Meaningful Design Thinking*

**12.00–12.15 Coffee Break**

**12.15–13.00 Roundtable: New School on the Border and Future University: The Fruits of KRAFT - origins and future plans, social innovation, cultural heritage, higher education development**

**Ferenc Miszlivetz**, KRAFT–Kőszeg, University of Pannonia

**Béla Básth**, Vice Mayor of Kőszeg

**László Kocsis**, Vice rector, University of Pannonia

**Gabriella Szűcs**, advisor for EU-funded innovation projects, Prime Minister’s Office

**13.00–14.30 Press Conference / Lunch Break**

**14.30–16.00 City Networks, Networking Cities in Europe**

Chair and moderator: Péter Bokányi, KRAFT Program

**14.30–15.00 The Cittaslow Movement** from Italy

**Pier Giorgio Oliveti**, Secretary General of Cittaslow

**15.00–15.30 The Alliance of Pannon Cities**

**Gyula Porga**, Mayor of Veszprém

**László Huber**, Mayor of Kőszeg, **János Lehota**, Secretary-in-chief at the Municipality of Nagykanizsa, **Ferenc Ruzsics**, Mayor of Keszthely, **Tamás Unger**, Vice Mayor of Pápa, **Tibor Vadvári**, Vice Mayor of Zalaegerszeg

**15.30–16.00 The Network of French Artistic and Historic Cities** (Villes Pays d’Art et d’Histoire) and the **Alliance of European Cultural Cities** (Alliance de Villes Européennes de Culture)

**Eszter Sarkadi**, advisor in heritage tourism, heritage manager, *Culture–Creativity–Cooperation in European Historic Cities*

**16.00–16.30 Coffee Break**

**Gyula Zilahy**, Corvinus University of Budapest, *The Role of Business in Regional Cooperation*

**Katalin Lőrincz**, University of Pannonia, *Sustainable Tourism Development in Historic Towns - Kőszeg Case Study*

**Lajos Szabó**, University of Pannonia, *The Role of Sustainability in for-profit and non-profit Development Projects*

**Krisztina Loncsár**, *Dreams and Reality - Regional Development Policy in Hungary*

**18.00 The Sounds of Savaria**—Concert by Bozsodi Quartett

**19.00 Reception**

**SEPTEMBER 20 SUNDAY**

**10.00–12.00 Word Café: Creative Discussion around Different Models of Creative Cities and Sustainable Regions**

Chair and moderator: **Krisztina Loncsár** and the researchers of KRAFT Team

**12.00 -12.30 Coffee Break**

**12.30–13.00 Closing Plenary and Wrap-up**



*The cultural program is sponsored by the National Cultural Fund (NKA).*

# SECOND EUROPEAN BLUE SKY CONFERENCE

## GLOBAL TRANSFORMATIONS CONSEQUENCES AND ALTERNATIVES

International conference in association with OECD and the  
UNESCO MOST Program

29-31 October, 2015, Budapest - Castle District  
Institute of Musicology, Bartók Hall, 7 Táncsics Mihály street

The conference tackles the global and local consequences of the large-scale transformation of societies and economies today. Academics, thinkers and experts from a variety of disciplinary backgrounds will explore the complex nature of social, political and economic processes, formulating alternatives and imagining new future scenarios. The conference themes include possibilities for new governance, new management, new leadership, the future of cities and universities, sustainability in times of crisis, the rebirth of democracy and the metamorphosis of the state and the role and place of Europe in a global economy.

### PROGRAM

#### **OCTOBER 29 THURSDAY**

Global Transformation and the Change of World Systems

10.00–10.30 Welcome and Opening–Miklós Réthelyi, Ferenc Miszlivetz  
“Blue Sky Thinking” In memoriam Elemér Hankiss, the founder of Blue Sky  
Conferences

10.30–11.30 Keynote speech–Katalin Bogyay (TBC)

11.30–11.50 Coffee and Tea

#### **AGENTS AND STAKEHOLDERS OF GLOBAL TRANSFORMATIONS**

11.50–13.00 Emese Danks: How to Protect Today’s Children to Build a Sustainable,  
Developing Future –Challenges of Children’s Rights in the Last and in the Next  
70 Years

Gábor Kardos: Globalisation and Human Rights. The Changing Role of  
International Law

Comments: Erzsébet Kadlót

- 13.00–14.00 Lunch  
14.00–15.00 Yanis Varoufakis: The Crisis of the Eurozone–The Case of Greece  
15.00–15.30 Coffee and Tea  
15.30–17.00 Benjamin Barber: Agents and Stakeholders of Future Democracies: a New Role for Cities and Universities  
Philippe Schmitter: The Future of ‘real-existing’ Democracy  
Ahmet Evin: Postmodern Relativism: an insidious challenge to the survival of the liberal order  
17.00–18.00 Panel debate: Globalisation versus national Sovereignty–EU Perspectives  
Moderator: Iván Szelényi  
Panellists: Benjamin Barber, Ahmet Evin, Jody Jensen, Tibor Palánkai, Philip Schmitter  
18.00–19.00 Piano Concert: Csaba Király  
19.00 Dinner

***OCTOBER 30 FRIDAY***

Global Capital

- 10.00–10.30 Welcome and Opening: Zoltán Cséfalvay  
10.30–12.30 Richard Jolly: Be Outraged!  
Carlos Fortin: Economic Globalization and Democracy: Implications of Developments in the International Trading system  
Peter Lawrence: Corporate Power, the ‘Sharing Economy’ and the Future of Capitalism  
Comments: Tibor Palánkai, Lajos Szabó

- 12.30–14.00 Lunch Break

***SCIENCES AND SUSTAINABILITY IN THE 21ST CENTURY***

- 14.00–15.30 Sustainable Life Spheres–Environment in the Sciences  
András Gelencsér  
Norbert Kroó  
Comments: László Csernai, János Abonyi  
15.30–16.00 Coffee and Tea  
16.00–17.30 Paradigm Shift in the Social Sciences?  
Stuart Holland: Are there Economic, Social and Political Sciences?  
Stephen Whitefield: In Defence of Social and Political Science in Times of Crisis  
Comments: Jody Jensen

**OCTOBER 31 SATURDAY**

Transition World–Transforming Global Visions into New Realities

10.00–11.00 Leadership and Management in Changing Societies

Kingsley Dennis L.: A Changing Landscape of Social Futures and Values

Comments: Bente Milton, Edit Moltke

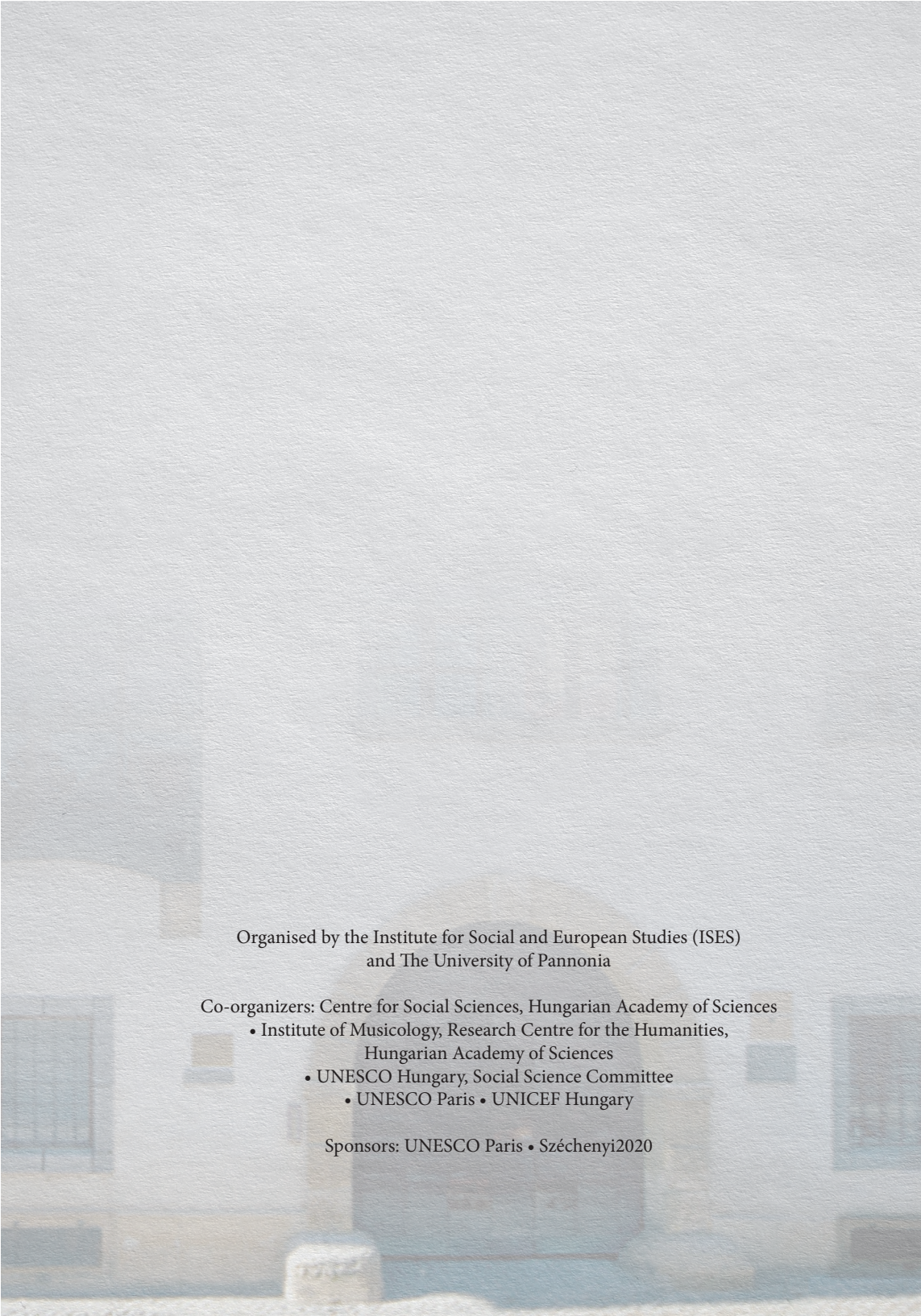
11.00–12.30 What to do for a Better Future? Theory and Practice: Open Debate

Chair and moderator: James M. Skelly

12.30 The Conference ends - Farewell

*Abonyi, János–University of Pannonia*  
*Barber, Benjamin–New York University*  
*Baumann Zygmund–Leeds University*  
*Boda, Dezső - University of Pannonia*  
*Bogyay, Katalin–UN Ambassador*  
*Cséfalvai, Zoltán - UNESCO Hungary*  
*Csernai, László - University of Bergen*  
*Danks, Emese–UNICEF Hungary*  
*Evin, Ahmet–Sabanci University*  
*Fortin, Carlos- University of Sussex*  
*Gelencsér, András - University of Pannonia*  
*Hegedűs, Csaba - University of Pannonia*  
*Holland, Stuart - Coimbra University*  
*Jensen, Jody - Hungarian Academy of Sciences*  
*Jolly, Richard- University of Sussex*  
*Kadlót, Erzsébet - Eötvös Lóránd University*  
*Kákai, László - University of Pannonia*  
*Kardos, Gábor–Eötvös Lóránd University*  
*Kollai, István–New Central Europe 2, ISES*  
*Kingsley, Dennis L.- Transition World*  
*Kroó, Norbert - Hungarian Academy of Science*

*Lawrence, Peter- Keele University*  
*Milton, Bente–Transition World*  
*Miszlivetz, Ferenc–ISES, University of Pannonia*  
*Moltke, Edit–Transition World*  
*Palánkai, Tibor - Corvinus University of Budapest*  
*Pók, Attila - Hungarian Academy of Sciences*  
*Radman, Gordan Grlic - HR- Ambassador*  
*Réthelyi, Miklós - Chair of the UNESCO National Commission*  
*Schmitter, Philippe–European University Institute*  
*Skelly, James M. - Juniata College*  
*Szabó, Lajos - University of Pannonia*  
*Szelényi, Iván–Hungarian Academy of Sciences*  
*Whitefield, Stephen - Oxford University*  
*Zilahy, Gyula - Corvinus University of Budapest*



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