

ABSTRACTS

LÁSZLÓ BODÓ: *Semper movere. On Route 90...* Interview with the 90 years old Béla Krisztián. The editor-in-chief of our journal, dr. Béla Krisztián celebrated his 90th birthday this year. His multifarious and rich walk of life is revealed in his life story interview. Following the interview our journal's present volume consists of papers which were dedicated to him by his respecters. 3. p.

PÉTER AGÁRDI: „Intellectual National Defense” in 1939 and 2019. The series of articles of Zoltán Szabó with the title “Intellectual National Defense” was run as a brave anti-fascist venture in the journal *Magyar Nemzet* 80 years ago. The volume “Essays about the Recent Past and Near Future” edited by György Földes which interweaves writings of respectable authors following diverse ideologies, plays a similar role in the end of the 2010s. The author greets the humanist and democratic intellectuality honorary professor dr. Béla Krisztián with the review of this book especially as he and his writing could also be presented in the virtually extended edition of this book. 10. p.

ZSOLT NEMESKÉRI: *Recruitment and Selection in the 21st Century*. In this study, we present the modern tools used in the recruitment and selection process, based on domestic and international research, to gain an accurate picture of the current 21st century processes of this segment of HR work. The study illustrates the diversity of methods used based on empirical evidence, it is not focusing on creating a theoretical synthesis. We do not deal with the theoretical foundations of the topic either, as it is one of the most analysed areas of the Hungarian HR literature. The research was conducted in the Centre for Excellence in Labour Science and Occupational Health at the University of Pécs, in the framework of the EFOP-3.4.4-16-2017-00004 “Implementation of Skills Development and Communication Programs for Higher Education Enrolment” project and the EFOP-3.6.1-16-2016-00004 “Comprehensive Improvements at the University of Pécs for Smart Specialization” project “Development of a methodology for joint assessment of physical and intellectual competences to facilitate the employment of the aging worker group” sub-project. 13. p.

ZOLTÁN HUSZÁR– RENÁTA H. PRIKLER: Corpus linguistics is applied in key research arenas, among them in forensic linguistics, a fact, which itself proves that the finding of a corpus based investigation are forceful tools when we want to prove something. They help us to create, or at least to shadow the profile of the speaker or the author of a given text. When conducting a corpus based research we can identify linguistic elements which are typical for the given speaker / author, and as a result, they make him or her different from every other. (A brand new research identified those words, phrases and combinations which prove that certain parts of Shakespeare's *Henry VIII* were written by his peer called John Fletcher.) Dr. Krisztián Béla's writings, published in *Tudásmenedzsment* in the last two decades, almost begged for a small-scale corpus linguistic investigation. First we used them to compile a “mini corpus”, then, we establishing the word frequency in it we identified his most frequently used words. This short essay contains the findings of this mini research, conducted as a personal compliment for the Professor's 90th birthday and his works. 25. p.

MIKLÓS MAGYAR: *Unconventional Thoughts of the Witness of the Great Generation on Digitalisation and Multimedia*. Here we are in the 21st century in the middle of digitalization. How did we get here? Forecasts suggest that there may be variations in the vision of digitization: 1. large digital corporations, 2nd Digital Bazaar, 3. Digital Wild West. 4th digital age, the age of digital utopia. What's new for us? How do we manage these variations effectively? The author is looking for answers to these questions. Will you find? Keywords: integrated approach, work culture, professionalism in development, 5 technology hypercycles, smart and intelligent environment, human-centered collaboration, outsourcing of lower-end tasks. 28. p.

ZSÓFIA SZÉP– TAMÁS VÁMOSI: *Details of a Scenario from 2007*. The article calls to live a script made in 2007 that would have served as the basis for a professional documentary. Unfortunately, the documentary has not been shot, but it is worth recalling its professional content. 37.p.

ZOLTÁN HUSZÁR - PÉTER VÁRNAGY - ÉVA SZEDERKÉNYI: *Divides or connects? The Danube as an international border and watercourse in history*. Being the second longest river of Europe (the longest one is the Volga) the 2850 km long Danube connects different geographical, economic, political regions with various ethnic, religious, historical background. Touching 10 states it collects the waters of 14 countries in its 817 km² drainage basin and provides the connection with the seas for the countries of the continent. It is an important international watercourse which creates a natural link between the West and the East inside Europe. It has been so for more than 2000 years, having advantages and sometimes disadvantages, too. The geographical importance of the Danube has always been tremendous throughout history, at the same time it has always played an important role concerning cultural-historic aspects. Since the end of the 20th century, the Rhein-Maine-Danube

canal and international watercourse with its 3500 navigable lengths create a unique opportunity for the countries it connects. All this enjoys an important priority in the Danube-region strategy of the EU. The authors of the study provide a short historical outline of the role the Danube has played in Europe with special emphasis on the 19-20th centuries, concerning international legal aspects as well. Keywords: Danube, border, DDSC, international watercourse 50. p.

GYÖRGY BEBESI: 1917 Theories and Fact Sheet – The Genensis of the Soviet Union. History of 9 Dense Months. The Russian events of 1917 are still among the sensitive issues of historical science, and for a long time, the evaluation of real mechanisms and their unbiased approach have been obstructed by current political considerations. Nowadays, however, it is becoming increasingly possible to investigate the subject according to objective, genuine scientific aspects. This fact sheet, which is the introductory lecture of the National Centenary Conference held in Pécs in October 2017 at the headquarters of the Academic Committee, attempted to briefly summarize the major historiographic theories related to 1917 and to present a factual, preferably distant and moderate overview of the history of barely three-quarters of the year, providing a framework for the conference lectures elaborating certain sub-topics. 66.p.

ZOLTÁN GRÜNHUT: Me and the Other in the Cosmopolitan Europe. The paper addresses three conceptual realms, namely the existentially interrelated constellation of the self and the other, the grand narrative of Late Modernity, and the framework of cosmopolitan Europeanism in order to shed light on their multi-theoretically exploitable linkages. The proposed argument stresses that in our era of globalized/localized flows particular structures are getting to be universalized; this shift makes traditional cultural patterns inadequate; therefore, individuals have to develop their own subjective references based on their reflexive competencies and critical agencies, which contributes to the unfolding of individualization, i.e. to the liberation of ones' subjectivity. Without collective patterns people are becoming more unique, and they have to recognize others' uniqueness too. Due to these progressions agents aim to reconstruct their institutional environment as well, in order to make it more supportive towards individual diversity. Thus, both agents and structures are changing in a reflexive and critical way in this late modern phase. As regards to the project of Europe these shifts are proceeding towards an integration based on cosmopolitanism. 80.p.

ZSOLT KIRÁLY – SZILVIA SZABÓ: Possibilities of Knowledge Management in Higher Education. If higher education institutes want to work effectively – as private sector does it – in our continuously and rapidly changing world, than they must be capable of adaptation. Universities stuck between the main characteristics of political and economic environment and the pressure by great expectations of labor market and society can find solutions which are working in private sector well. Knowledge management – what is defined with the help of phenomenon of organizational learning and learning organizations by professional literature and the practice – is not a new element in the life of organizations. Keywords: higher education, knowledge management, learning organization, good practices. 92.p.

CLAUDIA K.FARKAS: Magic Box. Pedagogical inventiveness (ingenuity) must not be missing from the “magic box” of educators. These may be instinctive, learned, original, unusual or revolutionary. Without inventiveness educators find it difficult to get along with children, regardless of any educational setting. Examples from the world of education show that educators can open their “own magic box” to make their methodology more exciting and richer. In my writing, I focus on Italian educators, Maria Boschetti Alberti and Don Lorenzo Milani, who do so and as pedagogical innovators, they have left a valid message and a well-applicable methodology to this day. 100.p.

ADÉL VEHRER: The Power of Cultural Heritage in Community Cohesion through the Example of a Tradition from the Rába Region. Log pulling or pine wedding (*borovo gostúvanje*) is a famous folk tradition of the Slovenian ethnic in Hungary, which is held during the carnival season. It is a living tradition in some German (*Blockziehen*) and Hungarian (*rönkhúzás*) settlements. In a traditional society the carnival season was a time of marriage. Log pulling or pine wedding is a parody of the real wedding partys, which draws attention to the importance of marriage, reminds young people to find a partner. This folk tradition is on the UNESCO Intangible Cultural Heritage List. The study presents the story of this folk custom, international contexts, tourism and community aspects. 105. p.

GERGELY HORVÁTH: The purpose of this study is to examine the concept of experience, its significance in tourism, and the areas in which it can be linked (eg. experience management, experience marketing, etc.) This study, written for the purpose of conceptual and literature review, presents the points of contact (such as the importance of experience management and the related approach to creating experiences), as well as the topic of experience marketing and experience economy. The study reveals that experience is a very broad subject that plays an important role in many areas. It is very important for a company to enrich its customers / consumers / guests with a positive experience because a positive experience creates a guest / customer / consumer satisfaction feeling that can help companies get feedback on their activities and give guidance to improve

problem points for further improved performance. *Keywords: experience, experience management, experience marketing, experience richness, guest satisfaction* 111. p.

SZABOLCS SZOLNOKI – ÁRPÁD PAPP-VÁRY: Best Practices from Israel. The authors aim to present good practices of Israeli state and non-governmental programs that promote labour market integration and entrepreneurship among challenged social groups. In-depth interviews on their field trips and secondary research were used as research methods. Today, many people around the world think of Israel as a startup nation, a hub for innovation, a home for venture capitals and outstanding researchers. This has not always been the case, and the change is the result of conscious work - on the one hand, due to the real success of the economic model, and, on the other well designed branding activities. In this study, the authors present programs and results that contribute to a positive country image as much as the achievement of economic and social goals with the help of the tools of knowledge management. Namely labour force integration and promotion of entrepreneurship among orthodox "haredi" Jews, Israeli Arab and Ethiopian minorities and new immigrants. Following the lessons learned, the authors propose policy initiatives that are feasible in Hungary in the form of policy recommendations. The research was done in the spirit of spatial view and through the glasses of geography. The authors emphasized the role of creativity in mapping development opportunities that take into account regional conditions. *Keywords: labor market integration; entrepreneurship; Israeli best practices; regional development directions.* 126. p.

CSILLA CZEGLÉDI–TÍMEA JUHÁSZ: How is the Digital Competence of the Generation Y? This year the authors conducted an internet survey in order to get to know the digital competence of Y generation on the job market. This age group has been already socialized by the various technical achievements and the internet. So the Y generation can already gets on in the digital world. The results of this questionnaire survey involving 157 respondents of the Y generation show that although the digital competence of respondents is good, it is influenced by many factors, such as gender, qualification and labor market status. 136.p.

ÉVA SZEDERKÉNYI – PETRA FARKAS – DALMA HORVÁTH – ILDIKÓ IGNÁCZ – ESZTER SVÉLECZ – DORINA SZÁSZFAI: In the framework of a pilot program for the development of digital competences, our research has initiated to monitor channels and e-learning methods utilized by students currently studying in higher education. At University of Pécs, Faculty of Humanities a blended learning method was developed and tested with the methodologic support of Electronic Platform for Adult Learning in Europe (EPALE). The research aims at evaluating the outcomes of the pilot programme while positing future research perspectives. This article reports on partial results of the research, suggesting to initiate a good practice. *Keywords: digital competences, support for learning, electronic platform, EPALE, adult learning environments, workplace learning.* 144. p.

RÓZSA SZAFNER: The primary purpose of this study is to explore the various aspects of adult education programmes, with special focus on those supported by the Labour Office. This research offers insight into the willingness and learning attitudes of job seekers and public workers in my immediate environment and explores what strategies they use to be successful on the job market. How do job seekers and public workers see adult education and training programs, are they motivated to gain further qualifications? I attempt to analyse the correlation between improving employment prospects and the role of adult education. 151. p.

KINGA ANGLER – RÓBERT BIHARI: In our study, we are researching, how today's Hungarian cook education can keep up, catch up and meet current trends. Can we educate well-trained, professionally up-to-date experts for the Hungarian labour market in the current dual-system? Our research – based on a questionnaire survey among chefs both currently studying and finished, as well as among representatives of different training organizations in the dual system – is based on semi-structured interviews and on our own observations. After we've processed the gathered data, it is clear that – the good idea behind the dual system – is not that easy to accomplish. Most of the training organizations have difficulties with the funds, subjects and personal conditions, and also, it is hard to adapt to current professional trends and modern expectations both for the schools and the businesses. 159.p.

KINGA ANGLER – BRIGITTA ORSÓS – ZSUZSANNA SLEZÁK-BARTOS: Motivations of Visiting Events. Nowadays, event marketing is one of the most important communication tools of marketing mix, which thanks to its interactive nature and experience orientation is a popular tool presenting certain products and services for more and more companies. As an effective tool, it can contribute to the training, motivation and personal attachment to the brand among your company's internal members. The international car shows and its related diverse and colorful event marketing and management activities allowing to offer extraordinary sight and lasting experience to the visiting audience. It helps to integrate event marketing into a marketing communication mix as well as it provides insight into planning, implementation and control processes related to events. The aim of the study is to get acquainted with the usage and range of event marketing and management activities in the Hungarian automotive segment. Our research is based on questionnaires, interviews and personal experiences through the survey of a specific business enterprise. In the background of all these events there is a systematically organized and guided teamwork, whether

the event is organized for the public or it is intra-corporate. *Keywords: event marketing, automobile industry, event, motivation* 173.. p.