

**Proceedings of the European Union's
Contention in the Reshaping
Global Economy**

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The conference entitled The European Union's Contention in the Reshaping Global Economy organized by the University of Szeged Faculty of Economics and Business Administration was cancelled due to the COVID pandemic. The registered participants were invited to submit their research papers. This proceedings contains these reviewed papers.



**SZEGEDI TUDOMÁNYEGYETEM
GAZDASÁGTUDOMÁNYI KAR**

Proceedings of the European Union's Contention in the Reshaping Global Economy

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Preface

The fifth international PhD workshop at the conference entitled The European Union's Contention in the Reshaping Global Economy was planned in March 2020. Due to the pandemic situation, the organizer Faculty of Economics and Business Administration, University of Szeged had to cancel the conference just one week before the event. Unfortunately, the young researchers could not share their ideas in person, but the organizers decided to invite the registered participants to publish their research papers in the proceedings. This proceedings contains these selected and peer-reviewed papers with authors coming from various doctoral schools and higher education institutions.

This time we invited again papers, addressing a better understanding of the impacts of technological change, industry 4.0, the US-China trade war and changing trade relations on the economy and development inside and outside the EU. The broadly defined subject offered the possibility to the participants to concentrate on the topic, most relevant from the point of view of their theses. This is why the topics and approaches of the volume are rich and varied.

The first chapter of the book include four papers and it deals with business and marketing analyzing online shopping, eating behavior, driverless cars and leadership characteristics. The next chapter analyses financial issues: monetary policy in emerging markets, banking sector in the EU and the impacts of global financial crisis on trade relations in the Visegrad countries. The third part is dedicated to sectoral analyses like productivity differences in the manufacturing sector in Hungary, livestock products and farm-level analysis, innovation performance of Kazakhstan, and the development challenges of small- and medium-sized enterprises in post-socialist countries.

We owe our thanks to the reviewers and to Bettina Ambrus for formatting the document with high precision.

Szeged, 2020

The Editor