

**Economics and Management of Global
Value Chains: Regional Clusters, Local
Networks and Entrepreneurship**

Proceedings of the 4th Central European PhD Workshop organized by
the University of Szeged Faculty of Economics and Business Administration
Doctoral School in Economics



**SZEGEDI TUDOMÁNYEGYETEM
GAZDASÁGTUDOMÁNYI KAR**

the Hungarian Regional Science Association



**MAGYAR REGIONÁLIS
TUDOMÁNYI TÁRSASÁG**

the Regional Committee in Szeged of the Hungarian Academy of Sciences



Economics and Management of Global Value Chains: Regional Clusters, Local Networks and Entrepreneurship

Edited by:

Imre Lengyel – Zsófia Vas

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Editors:

Imre Lengyel
Zsófia Vas

Copy editors:

Bettina Ambrus
Zsófia Vas

Reviewers:

Gábor Dávid Kiss
Balázs Kotosz
Balázs Lengyel
Szabolcs Prónay
Izabella Szakálné Kanó
Zsófia Vas

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Contributors

Thai Binh Dang PhD student, University of Miskolc, Enterprise Theory and Practice Doctoral School.

Zoltán Elekes lecturer, University of Szeged, Faculty of Economics and Business Administration.

János Gyurkovics PhD student, University of Szeged, Doctoral School in Economics.

Harun Ercan, PhD student, Corvinus University of Budapest, Doctoral School of Management and Business Administration.

Éva Gajzágó PhD candidate, Széchenyi István University, Doctoral School of Regional- and Economic Sciences.

Gergő Gajzágó PhD student, Széchenyi István University, Doctoral School of Regional- and Economic Sciences.

Sándor Huszár PhD student, University of Szeged, Doctoral School in Economics.

Sándor Juhász PhD student, University of Szeged, Doctoral School in Economics.

Balázs Lengyel research fellow, Centre for Economic and Regional Studies of Hungarian Academy of Sciences, International Business School.

Katalin Pap PhD student, University of Szeged, Doctoral School in Economics.

Speranta Olaru PhD student, Lucian Blaga University of Sibiu, Doctoral School in Economics.

Marianna Sávai PhD student, University of Szeged, Doctoral School in Economics.

Saysi Sayaseng PhD student, Corvinus University of Budapest, Doctoral School of Management and Business Administration.

Anna Szilágyi PhD student, Szent István University, Enyedi György Doctoral School of Regional Sciences.

Tanja Tekic PhD student, University of Novi Sad, Faculty of Technical Sciences.

Zsófia Vas assistant professor, University of Szeged, Faculty of Economics and Business Administration.

Preface

This volume has been prepared by the Doctoral School in Economics at the Faculty of Economics and Business Administration at the University of Szeged on the occasion of the 4th Central European PhD Workshop on Economics and Business Studies, with the title “Economics and Management of Global Value Chains: Regional Clusters, Local Networks and Entrepreneurship”, to be co-organized by the Hungarian Regional Science Association and the Regional Committee in Szeged of the Hungarian Academy of Sciences. The volume provides a review of 11 selected papers out of 37 presentation and 14 papers submitted for the PhD Workshop.

The Doctoral School in Economics at the University of Szeged aims at organizing a series of PhD workshops for Central-European doctoral schools. The workshop offers specific training and provides opportunity for interaction amongst senior and young researchers in line with the research activity of the doctoral schools on the field of economics and business administration.

The first part of the volume is dealing with clusters, networks and innovation systems. It consists of three articles revealing the dynamics of local knowledge networks, the impacts of industrial knowledge base on knowledge sourcing and the changes in the national innovation system of Hungary. The three articles of the second part are focusing on different perspectives of economic development, like related trade links, foreign firms and employment growth in less developed regions, challenges and economic perspectives in the Republic of Moldova and urban rehabilitation projects in Hungary. The third part takes fiscal policy and challenges in financing into account. Three articles provide insight into the banking system of Europe, fiscal sustainability in Poland and V4 Group and credit guarantee fund for SMEs in Hungary. Finally, the forth part aims at understanding the principles and practices in marketing from two aspects: neuromarketing and internalization of retail development.

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Editors