

**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



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the Hungarian Regional Science Association



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

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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