



Absztraktfüzet / Abstracts

a Tomori Pál Főiskola

MAGYAR TUDOMÁNY ÜNNEPE 2020

keretében rendezendő konferenciájára,

ON THE OCCASION OF THE CELEBRATION OF HUNGARIAN SCIENCE 2020

amelynek címe / entitled

*KULTÚRÁK TALÁLKOZÁSA A TUDOMÁNYBAN –
JÖVŐFORMÁLÓ TUDOMÁNY*

*MEETING OF CULTURES IN THE SCIENCE –
SCIENCE FORMING THE FUTURE*

Szerkesztő: Dr. habil. Nagy Henrietta

ISBN 978-615-81684-9-6

Budapest, 2020. november 17.

TARTALOMJEGYZÉK

Hossó Nikolett : The Changing Role of Protocol in the 21st century's Diplomacy and International Relations	3. oldal
Dr. Jaroslaw Kinal : From a faith to uncertainty. Attitudes of Polish entrepreneurs in a COVID-19 Situation	4. oldal
Dr. Olena Melnyik : University-Community Interaction and Sustainable Development Through the Application of the EU Model to Ukraine	4. oldal
Dr. Katarzyna Czech : The impact of the COVID-19 pandemic on exchange rate volatility: The case of Hungary	5. oldal
Dr. Rashmi Gujrati : Indian economy Renaissance: Post-Covid-19	5. oldal
Nene Siphe : Challenges in climate change adaption in the African Union: AU policies and Member State approaches	6. oldal
Mohammad Qais Rezvani, Dr. Ragif Huseynov, Vikram Singh, Vijay, Asif Hasanzade : Contemporary issues and challenges in HRM during Covid 19 pandemic: Evidence from Afghanistan and India	6. oldal
Dr. Rasmiyya Sabir Abdullayeva; Vafa Hashimova : The role of demographic determinants in the liberalization of the pension system: cross-country analyze	7. oldal
Rahman Ullah, Muhammad Waseem, Atif Ur Rehman : Exploring the role of web-based application in public relation process	8. oldal
Dr. Kromják Laura : Remembrance and Forgiveness: Global and Interdisciplinary Perspectives on Genocide and Mass Violence: Introducing Edited Book by Ajlina Karamehić-Muratović and Laura Kromják	8. oldal
Dr. Pál Monika : The Faces of the Colony: Visual Representation of the "Other"	9. oldal
Vikram Singh, Dr. Ragif Huseynov, Dr.Smiti Jhaji, Mohammad Qais Rezvani, Asif Hasanzade : Socio-cultural impact of industrialization on tribal societies in India	9. oldal
Dr. Ziyad Guliyev : Analysis of Virtual Karabakh Site Virtual Tour videos in the context of Tourism and Cultural Memory after Virtual Reconstruction of Cultural Artifacts	10. oldal
Dr. Gajzágó Éva Judit : K-pop 4E	10. oldal
Dr. Nagy Henrietta, Dr. Varga-Nagy Adrienn : How difficulties caused by COVID-19 can be turned into opportunities for the rural areas?	11. oldal
Zugor Zoltán : A nem létező filmműfaj, a mítoszfilm	12. oldal
Dr. Szalay Gyöngy : Falmustra a szecessziós Budapesten	12. oldal
Dr. Csanádi-Bognár Szilvia : Az ember átpolitizált bőre és a kortárs művészet	13. oldal
Dr. Kissné dr. Budai Rita : Cigány modellek a 19.-20. század fordulójának magyar festészetében	13. oldal
Dr. Udvarvölgyi Zsolt : A magyar–közel-keleti tudományos-kulturális kapcsolatok egy epizódja. Germanus Gyula egyiptomi és szíriai útjai a magyar diplomáciai jelentések tükrében	14. oldal
Dr. Cseh Gizella : Vilma „doktorasszony”. Hugonnay Vilma „útja Hugonnai Vilmáig”, avagy társadalmi/szakmai harca és emlékezete	14. oldal
Németh Tamás : A magyar kkv szektor értékelő elemzése a likviditás és a tőkeáttétel tükrében 2012-2017 között	15. oldal
Dr. Lipécz György, Dr. Szépe Orsolya : A korona vírusról, a tesztekéről és a világvárossal kapcsolatos véleményalkotás nehézségeiről	15. oldal

PLENÁRIS ELŐADÁS / KEYNOTE SPEECH

HOSSÓ NIKOLETTA

(c. egyetemi docens; Nemzetközi Protokoll Szakemberek Szervezete Nemzetközi Protokoll Szakemberek Szervezete, alapító elnök)

The Changing Role of Protocol in the 21st century's Diplomacy and International Relations

Protocol has always been interpreted as a set of international courtesy rules, a means of subconscious persuasion in diplomacy. These well-established and time-honored rules have made it easier for nations and people to live and work together.

Protocol creates space and sets its framework where offline and online meetings may take place. By ensuring a smooth organisation, participants at these meetings and events and especially those acting as host and as guests may focus on the content of the event without having to worry about the unexpected.

Protocol has by definition its own fields of profession. Depending on the entities and scope applied we can distinguish five specific areas – state, diplomacy, military, sport and ecclesiastical protocol.

In international context we are talking about “international protocol” – which normally means the rules of interstate communication defined by the Vienna Act on Diplomatic Relations in 1961. Though, in a more general interpretation we also need to integrate intercultural diversity often rooting from different backgrounds, traditions, history and sensitivities.

The year of 2020 has brought us many changes we all must face and react to. Protocol as such and protocol professionals are no different. Meetings, delegation programs, conferences have become unconventional to the end. The rise of online and hybrid events demands the skill of adaptivity both in international relations and protocol.

On the 24 of October, the World Organisation of Protocol (WOP) was born. With more than 33 member states represented by their professionals, it has created a global platform after a successful online conference with speakers from 40 countries. This cooperation is unprecedented, so is the COVID-situation we live in, and are the questions we need to answer.

The world is unstoppably changing therefore protocol is forced to adapt. But how can we tackle the problems and train the new generations of protocol professionals?

Keywords: international protocol, diplomacy, adaptivity, online and hybrid events

SZEKCIÓÜLÉSEK / SESSIONS

1. Angol nyelvű szekció / English language session I.

DR. JAROSLAW KINAL

(assistant professor, University of Rzeszow, Poland)

From a faith to uncertainty. Attitudes of Polish entrepreneurs in a COVID-19 situation

The aim of this paper is to present quantitative research conducted among 120 entrepreneurs in Poland during the COVID-19 pandemic. The study was aimed at diagnosing entrepreneurs' attitudes towards state aid during the first wave of the pandemic. The study was conducted on entrepreneurs running micro, mezzo and macro enterprises, taking into account the opinions on the amount of aid, short- and long-term effects of epidemics on the functioning of the company and attitudes related to employee policy. A prognostic element was also requested by presenting several scenarios as part of a mental simulation game. The research allowed, among others to the statement that employers who declared an aggressive management policy during the pandemic began to change the management style and try to reasonably allocate their resources and accumulate capital surpluses, e.g. limiting employment.

Keywords: COVID-19, Poland, entrepreneurs, social economy, redirecting management, pandemic

DR. OLENA MELNYIK

(associate professor, senior researcher, Sumy National Agrarian University, Ukraine)

University-Community Interaction and Sustainable Development Through the Application of the EU Model to Ukraine

We address the issue of cooperation among universities and communities in order to ensure that the principles of service learning and social cohesion enhance the implementation of reform policies and, in particular, decentralization. We emphasize the necessity for integrating the experience of all the Ukrainian HEIs, enhance it through the application of the European Model, and develop common concepts and approaches to strengthening educational, scientific, cultural and social cooperation among universities and communities.

Keywords: cooperation, decentralization, service learning

DR. KATARZYNA CZECH

(associate professor, Warsaw University of Life Sciences, Poland)

The impact of the COVID-19 pandemic on exchange rate volatility: The case of Hungary

The outbreak of the COVID-19 pandemic has shaken the global economy on an unprecedented scale. The pandemic caused by the new coronavirus SARS-CoV-2 has had an adverse and substantial impact on financial markets all over the world. Numerous studies report the dramatic and rapid increase in financial market prices volatility, triggered by a high degree of uncertainty related to the COVID-19 pandemic. The aim of the research is to assess the short-term reaction of the EUR/HUF exchange rates to the COVID-19 pandemic. The analysis is based on data from the Refinitiv Datastream and cover the period from 3 March 2020, the day of the first reported COVID-19 case in Hungary, till 15 October 2020.

The COVID-19 pandemic has affected the market participants' perception of the future price movement in financial markets. The research results suggest that during the first phase of the COVID-19 pandemic market participants have attached higher probability to large depreciation of Hungarian forint than to its large appreciation. Additionally, the paper applies threshold GARCH (TGARCH) model to assess the impact of new COVID-19 cases and stock market uncertainty on the EUR/HUF exchange rate. The TGARCH model results indicate that the number of COVID-19 cases have no significant impact on the EUR/HUF exchange rate. Additionally, the study reveals positive and significant impact of stock market uncertainty, measured by VIX index, on EUR/HUF exchange rate. This indicates that the value of the Hungarian forint is weakening as the uncertainty in the stock market increases. Moreover, the negative and significant asymmetry term suggests that higher volatility is attached to the positive changes in the EUR/HUF exchange rates, thus to Hungarian forint depreciation.

Key words: COVID-19, VIX, foreign exchange market

PROF. DR. RASHMI GUJRATI

(professor, dean, Tecnia Institute of Advances Studies, India)

Indian economy Renaissance: Post-Covid-19

The IMF has said that with a growth rate of 8.8 % in 2021 the Indian economy will bounce back. The World attention has been attracted because India is not only rising in an economy but also in civilization. According to the recent performance of India. The world economy has been affected unfavourably by the cause of Covid-19 almost all the countries across the world health crisis leading to an economic fallout. As a result of the pandemic the Indian economy to contract by a massive 10.8% the IMF estimated.

Even according to the report of 'world economic outlook' in the next year the Indian economy will be a bounce back to 8.8% and in the world, India will become the fastest-growing emerging economy. In the current financial year the reserve bank of India estimated that the GDP would be 9.5% and it may be turning positive in the last quarter among the disruptions caused by pandemic Covid-19. In the fast growing emerging economy India will regain its position in 2021. And if it will regain then it will surpass the china's growth rate of 8.2%.

The global economy has been hit by the coronavirus pandemic and according to the report of IMF world growth is 4.4% and it will bounce back in 2021, 5.2%. In the next year, the US economic estimate is 5.8% it will grow from 3.9%. In 2020 only China is one of the countries in the world in the period of the Covid 19 pandemic when all country's GDP fell its growth is 1.9%. For India forecast is particularly huge in the second quarter India GDP constricted much more severely than expected.

In India 2019 its growth rate was 4.2%, the estimate of IMF is Post Covid-19 Indian economy will be bounce back.

Keywords: Renaissance, Development, GDP

NENE SIPHE

(PhD student, Szent István University, Hungary)

Challenges in climate change adaption in the African Union: AU policies and Member State approaches

Over the last two decades, Africa has seen many positive changes such as rapid economic development, urbanization, the strengthening of institutions and rule of law taking place on the continent. At the same time, challenges exist that derail the continents efforts to stabilize. The biggest challenge being climate change, which impacts both rural and urban regions with environmental degradation, and biodiversity loss, regional conflicts, and constraining the ability of most African countries to attain the global Sustainable Development Goals and ideals of African Union's Agenda 2063. Even with the adopted approaches by the African Union, the integration and regional agenda for climate change adaption occurs at different paces within countries and regions. To better tackle the regional problems associated with climate change, the African Union needs to put greater emphasis on multi-sectoral approaches and integrated policy responses that are conscious of how deeply interconnected environmentally driven social and economic issues are within and between member states.

This presentation aims to examine the latest developments towards achieving the Sustainable Development Goals and the African Union's Agenda 2063 to enhance the adaptive capacity of African Union nations to address, adopt and implement relevant regional climate change adaptation laws and policies.

Keywords: climate change, SDGs, African Union

¹MOHAMMAD QAIS REZVANI, ²DR. RAGIF HUSEYNOV, ³VIKRAM SINGH, ⁴VIJAY, ⁵ASIF HASANZADE

(^{1,4}research scholar, Kurukshetra University, India; ²hon. assoc. prof, Tomori Pál College, Hungary; ³research assistant, Kurukshetra Univesity, India; ⁵research scholar, Univesity of Technology of Azerbaijan)

Contemporary issues and challenges in HRM during Covid 19 pandemic: Evidence from Afghanistan and India

Organizations today need to be vigilant and resilient to unexpected developments, for example external disasters that raise employee uncertainties and pose immediate challenges to the success and sustainability of organisations in all countries of HRM and contemporary problems in the Covid 19 pandemic: facts from Afghanistan and India. Dramatic improvements caused by the current COVID-19 coronavirus impact organisations world over and have deeply changed the management of human capital. HRM was responsible for going around stress control in the vague and unforeseeable future and trying to operate distantly so that the enterprise is continuing. Though, with the latest COVID-19 pandemic, the unprecedented must be controlled and new answers sought to the problems of several sectors of their activities. We address some of the problems of COVID-19 for human resource management (HRM), as companies help their employees deal with and respond to their recently changing job climate. However, the dismissals and personnel losses arising from the pandemic deterrence had to be resolved by HRM. The paper is focused on a qualitative analysis of current problems. The data was obtained based on secondary data. It addresses HRM's problems in Afghanistan and India, describes the impacts of the conflict on human capital, identifies strategies for enterprises and recommends how HRM should cope with the crisis. The results demonstrate the most important difficulties and problems in large HRM parts of Afghanistan and India, as well as the fact that organisations should develop crisis management strategies and develop new policies for both remote and adaptive processes to respond to existing and potential emergencies, along with the human resources managers. In this article I discuss the effects of this issue. I also suggest many opportunities for future study and promote an integrated research agenda to resolve the topics under consideration.

Keywords: HRM; Contemporary issues and challenges; Afghanistan and India; COVID-19 etc.

2. Angol nyelvű szekció / English language session II.

¹DR. RASMIYYA SABIR ABDULLAYEVA, ²VAFA HASHIMOVA

(¹associate professor, ²scientific researcher, ^{1,2}Azerbaijan National Academy of Sciences Institute of Economics)

The role of demographic determinants in the liberalization of the pension system: cross-country analyze

In recent years, the liberal reforms have been carried out in the pension system of most countries of the world. International experience proves that liberalization has had a positive effect on the pension system in many cases. However, the constructive potential of liberalization is certainly not infinite. There is a definite possible end limit of liberalization, and it should be taken into account during reforms. As a whole, it is necessary to consider various social, economic, and demographic determinants while reforming in the pension system (including liberal). In recent years, significant changes have taken place in demographic processes in most countries. If we investigate the modern demographic processes in the world, we can see that in most countries there is a significant change in the age structure of the population. Demographic changes will also be reflected in the old-age dependency ratio. The number of employable people is declining, on the contrary, the share of old-age people is increasing. This process is expected to accelerate in the future. In 2015, according to the United Nations Organization reports, 12.2 percent of the world's population were old-age persons (65 years and over). According to forecasts, this figure will increase to 16.0 percent in 2050 and 22.7 percent in 2100. The old-age dependency ratio will be increased in most countries of the world by 2100. The highest ratio will be in Singapore (82.3%), Albania (72.6%), and Korea (71.5%). In 2050 compared with 2015 old-age dependency ratio will grow from 32.2% to 58.5% in Germany, from 43.4% to 70% in Japan, and from 21.4% to 36.5% in the United States. However, this trend will be specific not only for the developed countries, but also for most countries. For example, at the appropriate time, this indicator will increase from 20.4% to 42.8% in Georgia and from 7.8% to 26.3% in Azerbaijan. Of course, these are serious changes and, the reduction in the number of employees per retiree will mean an increase in the social burden of the state in the future. Due to demographic aging in the world, there will be a need to increase social security costs, including pension expenditures. According to forecasts, pension costs will rise in most countries. The aggravation of social burden has a negative impact on the social protection system and threatens social stability in the country. The growing social burden is forcing governments to reform in the pension system. Reforms often have the cosmetic character. In the line of the cosmetic reforms include raising the retirement age and social security contributions, reducing the amount of the pension, etc. But, experience shows that the cosmetic reforms often do not maintain the stability of the system. Therefore, governments are sometimes forced to carry out fundamental reforms. The liberalization of the pension system includes fundamental reforms. International experience shows the liberalization has had a positive effect on the pension system in many cases. Generally, in recent years the liberalization of pension systems has been made necessary not only by demographic determinants but also by socio-economic determinants.

Keywords: pension system, liberalization, demographic burden

¹RAHMAN ULLAH, ²MUHAMMAD WASEEM, ³ATIF UR REHMAN

(¹Lecturer, ^{1,2}Kohat University of Science & Technology, Pakistan; ³School of Media & Design)

Exploring the role of web-based application in public relation process

Social media support public relations professionals to connect with media. It's very effective in good governance, general welfare and common good. This study is designed to exploring the role of web-based application in public relation process by Directorate general information & PRs, Khyber Pakhtunkhwa (KP) North-West Province of Pakistan. Main research question of the study to find out which web-based application is more effectively used during the sharing of information with media by the Public Relation officer (PRO)/ regional information officer (RIO)? This study design in the light of theory "Hodder entanglement theory" to find out the possible answer of the research questions. In this study the researcher used Quantitative research method because it focused on survey for PRO/RIOs of Directorate General Information & PRs, KP to understand the feasibility of web-based Application to allow them to use for their main purposes of public awareness through media/press. The designed questionnaire was sent to all the Public relation officers and regional information officers of Khyber Pakhtunkhwa Government, with help of Press information department Peshawar. Currently total 36 PRO/RIO are working in Khyber Pakhtunkhwa. Total 29 PROs/RIOs out 36 participated in the study. The Survey was conducted in the Two months period January and February 2020. The researcher put all the data of the online questionnaires in SPSS and then used descriptive analyses to find out possible answer of the research questions of this study. The finding showed that different web-based application used in Public relation process included Facebook, YouTube, WhatsApp, official Website etc. The "WhatsApp" application Mostly used and affective Web-based Application for connected with national and international Press/Media beside other web-based applications. average 15 to 20 different public relation item (Pictures, Video, Images and Press Releases) shared in one week through "WhatsApp".

Keywords: Web-based Application, public relation, Press/Media, Khyber Pakhtunkhwa, Government

DR. KROMJÁK LAURA

(associate professor, Tomori Pál College, Hungary)

Remembrance and Forgiveness: Global and Interdisciplinary Perspectives on Genocide and Mass Violence: Introducing Edited Book by Ajlina Karamehić-Muratović and Laura Kromják

How can the possibilities and limits of remembrance and forgiveness be described on a personal and communal scale, and how do they operate in relation to conflict resolution? In what ways do the concepts of victimhood and human dignity, vulnerability and resilience merge with those applied to forgiveness and remembrance, and how do they inform healing and recovery of any sorts on a collective and individual basis? How are the concepts of remembrance and forgiveness unique to different cultural contexts of genocides and mass violence around the world? Do all nations even rationalize forgiveness and remembrance in the same manner? Do these concepts vary by how individualistic or collectivist a nation is?

These are just some of the gaps the edited volume Remembrance and Forgiveness: Global and Interdisciplinary Perspectives on Genocide and Mass Violence by Ajlina Karamehić-Muratović (Saint Louis University, U.S.A.) and Laura Kromják (Tomori Pál College, Hungary) hopes to begin to address by offering points of view that are local and/or situated in the cultural context of the global genocides included in the volume. The title Remembrance and Forgiveness has just been released on October 27, 2020, in the Memory Studies: Global Constellations series of Routledge Taylor & Francis Group.

As a co-editor and co-author for Remembrance and Forgiveness, I will discuss the way in which the volume launches an inquiry into the relatively new science of remembrance and forgiveness, in the context of genocide and mass violence in the post-Holocaust era. I will demonstrate that interdisciplinary contributions from areas around the globe explore how the politics of remembrance and forgiveness have changed over time and how forgiveness has been used in more recent cases of genocide and mass violence. The focus of the book is on interpretation of post-genocidal societies, communities, and individuals to international perspectives that consider not only forgiveness and thus social harmony, but remembrance and disharmony.

Keywords: remembrance, forgiveness, genocide and mass violence

DR. PÁL MONIKA

(associate professor, Tomori Pál College, Hungary)

The Faces of the Colony: Visual Representation of the "Other"

The present paper looks at the image of the colony as represented by works of art at some European exhibitions of the past years. The recent upsurge in identity politics have directed the limelight on representations of the colony and the empire. The images, artefacts on display convey power relations, societal hierarchies and are a testament to collective memories, but at the same time they shed light on more private identities, individual, personal interpretations of "the other". Even though works of art are manifestations of the artist's views of the world, still, some common thread of the Weltanschauung can be discerned in the artefacts. Selecting works mainly from two recent exhibitions, one by Tate in London, the other by Musée D'Orsay in Paris, we propose to identify major interpretations of imperial attitudes reflected in the presented art works and show how the difference in colonial history and experience may be translated into divergent visual approaches.

Keywords: Colonisation, political representation, subaltern, female body, African, nationalism, slavery, painting, statue.

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Socio-cultural impact of industrialization on tribal societies in India

The urban population is increasingly growing as a result of industrialization. Different challenges have arisen, such as accidental relocation of inhabitants, a lack of conventional sustainable life and land holdings and an increase in environmental imbalances in the area. There is a socioeconomic segmentation of the rate of growth – the wealthy becoming wealthier and the poor becoming fewer. The urban citizens, in particular the tribals, were seriously endangered. The challenge of computer technology falls on traditional tribal communities which, to date, rely primarily as livelihoods on agriculture and forests. Industrialization has only led to the changes in their social and religious lives, but also to settlement patterns and health status. In terms of economy and society, the Indian tribes are very primitive. Instead of 3/4 of the Scheduled Tribes, women are illiterate. They have significant drop-

out rates in formal education and in higher education they are overwhelmingly low. They have insufficient levels of nutrients. Less than the state average, the Scheduled Tribes are significantly higher. In particular in the primary sector, many of the Tribals work in low-skilled, low-paid occupations. The Constitution of India comprises a set of special laws to help and discourage all forms of slavery and social injustices and to uphold the educational and economic rights and the Scheduled tribes. To examine the socio-cultural impacts on Indian tribal communities of industrialization. And To examine the literature of authors on the basis of different parameters. This article reflects mostly on the methods for conducting structural research assessments. The paper is based, however, on a database of peoples' study of the socio-cultural effects of industrialization on Indian tribal communities. The study is measured on the basis of secondary information related to the authors. A very few articles have been published that measure Industrialization's socio-cultural effect on Indian tribal communities. The basic normal indigenous peoples were subjected to new cultural interactions due to the impetus of numerous economic powers, which were unleashed through a brief cultural shock. And so special attention needs to be paid to the tribal people. Industrialization, growth. The examination of the study based on observations, its includes findings by different researchers. Deforestation and immigration of non-tribal citizens have contributed to deterioration of the environment. Tribal tie groups' wellbeing and socio-cultural status. But in this study the major focus is on socio-cultural factors or moreover these factors put negative effect on the values. These influences have contributed to greater interchange of genes between tribals and non-tribals.

Keywords: Industrialization, socio, cultural etc.

DR. ZIYAD GULIYEV

(assistant professor, Nisantasi University, Turkey)

Analysis of Virtual Karabakh Site Virtual Tour videos in the context of Tourism and Cultural Memory after Virtual Reconstruction of Cultural Artifacts

In the research cultural works that people abandoned in the geography where forced to migrate from their land which they lived in after the Nagorno- Karabakh war between Armeni-Azerbaijan were based. Virtual reconstruction of cultural works is analyzed in virtual tours videos on the 'Virtual Karabakh' web site. The Thought of opening a new field of an alternative cyberspace which the digital narrative builds for cultural Heritage works is argued in museology. Virtual reconstruction made cultural works are analyzed in the broadcasting videos 'Lachin: Virtual Tours', 'Shusha: Virtual Tour', 'Aghdam: Virtual Tour', 'Gubadli: Virtual Tour', 'Kelbecer: Virtual Tour', 'Jebrayil: Virtual Tour', on www.virtualkarabkh.com website. Key Words: Cyber spaces, Digital narrative, Virtual tour, Digital reconstruction

DR. GAJZÁGÓ ÉVA JUDIT

(associate professor, Budapest Business School, Hungary)

K-pop 4E

The presentation introduces the 4E marketing mix methods and assets through a specific case study of the South Korean pop music (K-pop) industry. The K-pop sector recently receives more and more attention but not only from fans but from researchers and marketing experts as it grew famous worldwide due to the songs and MVs of the boy band BTS and the girl group BlackPink. The success of these performers is based on the professional marketing activity of their agencies, managing companies. The author of the paper summarizes these marketing activities, methods and assets in her presentation.

DR. NAGY HENRIETTA, DR. VARGA-NAGY ADRIENN

(associate professor, Tomori Pál College;
assistant professor, Szent István University, Hungary)

How difficulties caused by COVID-19 can be turned into opportunities for the rural areas?

Rural economies and societies have been suffering very much due to the pandemic for nearly a year. Various serious or less serious problems have occurred both in their private and business lives. Many people, especially with low qualification, low income have lost their jobs or had to reduce working hours. However, we need to see that sectors that dominate the rural economies are mainly related to agriculture, agri-food industry, tourism which cannot be realized in teleworking. Such sectors require personal participation. In our paper we intended to collect the latest trends about the impacts of the pandemic on rural people in the European Union to see what strategies are needed to survive.

Keywords: rural economics, regions lagging behind, pandemic

3. SEKCIÓ: Magyar nyelvű művészettörténeti szekció / History of art session in Hungarian

ZUGOR ZOLTÁN

(vizuális kultúra szakember, képzőművész, Magyarország)

A nem létező filmműfaj, a mítoszfilm

A görög mítoszok szerves részei a kultúránknak, ezekből a történetekből számtalan filmet készítettek az elmúlt száz év alatt. Előadásunkban bemutatjuk, hogy a filmkészítők miként fogalmazták át és értelmezték újra a mitológiai történeteket, milyen képi eszközökkel állították eléink ezeket a mítoszokat. Röviden felvázoljuk a mítosz fogalmát, a mítoszok sokféle értelmezési lehetőségét és kulcsot adunk megértésükhöz. Felvetjük a mítoszfilmrel kapcsolatos előzetes elvárásainkat. Bemutatjuk, hogy az elmúlt évtizedekben mely filmműfajok hatása alatt készültek el a mítoszok ihlette filmek. Továbbá, hogy a szerzői filmek milyen képi nyelvet, milyen képi eszközöket kínálnak ahhoz, hogy ezek e történetek ne a mítosz értelmezései legyenek, hanem a mítosz egyféle tovább élése lehessen a mozgóképkultúra területén. Végezetül feltesszük a kérdést, hogy létrejött e, olyan műfaji film, hogy mítoszfilm.

Kulcsszavak: Mítosz, mitológia, filmműfaj, filmnyelv, képi megjelenítés, vizuális kultúra

DR. SZALAY GYÖNGY

(jogász, művészettörténész, Műveleti Terület Galéria, Magyarország)

Falmustra a szecessziós Budapesten

A 19-20. század építészeit éri a kihívás, hogy megteremtsék a modern magyar építőművészetet mindenfajta előzmény nélkül. Felismerik az új elvek és a nemzeti gondolat összekapcsolásának történelmi lehetőségét. A konstruktív építészeti eszmerendszerben az épületfal már nem az erőegyensúlyok megteremtésének legfontosabb eszköze. Fogalmazhatunk úgy is, hogy a fal megszabadul a ránehezedő súlyoktól, hogy aztán a szecessziós formák könnyed eleganciával felöltöztessék, megújítsák küllemét.

Budapesten a falszemléhez van kínálat bőven. A tanulmányhoz olyan épületfalakat kerestem, melyek árulkodnak korról, gazdaságról, társadalomról, kultúráról, művészetről. A kiválasztott példák nem esnek a „homlokzati hibába”, nem esztétizálnak öncélúan, nem üres díszletek, küldetésük éppen az épület lényegének láttatása. A jó homlokzat nem hivalkodik, hanem informál, nem utánoz, hanem - még ha csak részleteiben is -, de eredetiséget mutat és bevezet a fejlődési irányokba.

Kulcsszavak: formanyelv, építészet, századforduló, homlokzat

DR. CSANÁDI-BOGNÁR SZILVIA

(főiskolai docens, Tomori Pál Főiskola, Magyarország)

Az ember átpolitizált bőre és a kortárs művészet

Az emberi bőr a vizuális jelrendszerben az emberek közötti határok és az elkülönülés szimbóluma. Felszínével kijelöli az ember testi integritását, színével hagyományosan a rasszok közötti megkülönböztethetőség kódjait hozza létre. A posztkoloniális diskurzus egykor arra figyelmeztetett, hogy a hatalmi pillantás a saját test bizonytalanságát hozza létre, a szilárd integritás a tekintet martalékává válik. A kortárs művészet ezzel párhuzamosan - a body art és különösen a bioart megjelenése óta - egyszerre az ábrázolás tárgyaként és anyagaként kezeli az emberi bőrt, és teremt ezzel egy elképesztően irritált felületet a művészeti szcénában. Az előadásban kortárs példákon keresztül mutatom be, hogyan lép fel néhány művész a bőr politizáltsága ellen, miként mutat rá a probléma aktuális kereskedelmi, identitásformáló és ideológiai mögötteseket sem nélkülöző vonatkozásaira a kozmetikai ipar vagy a reklámozás területén, és milyen viszonyrendszerbe állítja ezzel a tekintet leigázó erejét.

Kulcsszavak: tekintet, posztkoloniális diskurzus, bőr

DR. KISSNÉ DR. BUDAI RITA

(főiskolai tanár, Tomori Pál Főiskola, Magyarország)

Cigány modellek a 19.-20. század fordulójának magyar festészetében

A vizsgált korszak festményeit tanulmányozva feltűnik, hogy milyen gyakori volt a cigány modellek alkalmazása. Az előadás ennek a jelenségnek a társadalmi, gazdasági, művészeti és egyéb okait tárja fel, kitérve az egyes alkotók viszonyulására ehhez a jellegzetes népcsoporthoz. A sötétebb bőrszín, a színes viseletek sajátos hangulatot és jelentést vittek a képekbe, ezek is bemutatásra kerülnek az érintett festmények elemzésén keresztül. A magyar példák jobb megértése érdekében a korabeli nemzetközi művészeti szcena cigány-ábrázolásába is bepillantást nyerünk.

Kulcsszavak: magyar festészet, cigányság, életkép

4. SZEKCIÓ: Magyar nyelvű gazdaság- és társadalomtudományi szekció /
Economics and social sciences session in Hungarian

DR. UDVARVÖLGYI ZSOLT

(történész, főiskolai tanár, Apor Vilmos Katolikus Főiskola, Magyarország)

A magyar–közel-keleti tudományos-kulturális kapcsolatok egy epizódja. Germanus Gyula egyiptomi és szíriai útjai a magyar diplomáciai jelentések tükrében

Előadásomban az 1930-ban Delhiben muszlim vallásra áttért Germanus Gyula (1884–1979) orientalista, író, nyelvész, irodalomtörténész, utazó, egyetemi tanár, országgyűlési képviselő (1958-1966) egyiptomi és szíriai utazásait és tevékenységét vizsgálom a magyar külképviseletek által a Külügyminisztériumnak küldött jelentések és egyéb dokumentumok tükrében. A Magyar Nemzeti Levéltár Országos Levéltárában fellelhető iratokat ismertetem Germanus külföldi szerepléseiről, találkozóiáról, a kiküldetések előkészítő munkálatairól és a professzor tevékenységének fogadó országbeli visszhangjairól. Sok esetben rávilágítanak a diplomáciai jelentések és minisztériumi levelezések az ötvenes-hatvanas évek Magyarországnak külpolitikai helyzetére, a Kádár-korszak államigazgatásának belső felépítésére, sőt az emberi kapcsolatok komplexitására és sokszínűségére is.

Kulcsszavak: Germanus Gyula, Kairó, Külügyminisztérium

DR. CSEH GIZELLA

(magyar nyelv–magyar mint idegen nyelv és kultúra–szlovák nyelv szakos bölcsész és tanár,
kulturális újságíró, idegenvezető, Magyarország)

Vilma „doktorasszony”. Hugonnay Vilma „útja Hugonnai Vilmáig”, avagy társadalmi/szakmai harca és emlékezete

Hugonnai Vilma grófnő–doktorasszony a magyar nő- és tudománytörténet egyik legkiemelkedőbb alakja. Ezen az „emlékezet-felidézésen” megismerkedhetünk a 19. század második és a 20. század fordulójára, majd első fele európai/közép-európai/magyarországi lánynevelésének és a női művelődésének főbb jellemzőivel, ezen túlmenően pedig a doktornő nyomdokain haladva, az ő nyomait követve nagyvonalakban megismerkedhetünk e kiváló női személyiség élete legfontosabb (nemzetközi és hazai) helyszíneivel, illetve felidézünk/felfedezhetjük munkássága eredőit, egyediségét, különleges értékeit.

Kulcsszavak: Hugonnai Vilma, nőtörténet, orvostörténet

NÉMETH TAMÁS

(PhD hallgató, Széchenyi István Gazdálkodás- és Szervezéstudományok Doktori Iskola)

A magyar kkv szektor értékelő elemzése a likviditás és a tőkeáttétel tükrében 2012-2017 között

Egy vállalatnak működése során eredményes és fenntartható stratégiát kell kialakítania, amely célja a vállalati vagyron gyarapítása. Ennek megvalósításához pénzügyi forrásokra van szüksége, amelyek tudatos kiválasztása, alakítása a vállalati eredményesség és jövedelmezőség egyik záloga. A kutatás fő célja, egyes tőkeszerkezeti modellek érvényesülésének a vizsgálata a magyar KKV szektor szolgáltató ágazatában 2012-2017 között. Jelen tanulmány az éves beszámoló adatok felhasználásával mutatja be, hogy, hogyan érvényesül a likviditás és a tőkeáttétel kapcsolata a vizsgált vállalkozások esetében. Témaválasztáskor alapvetően azt feltételeztük, hogy az optimális tőkeszerkezet kialakítása, valamint a stratégiai/beruházási döntések mellett a finanszírozási döntéseknek is kiemelt szerepe van a globális piacon történő versenyelőnyhöz jutásban, mivel ezek meghatározzák a vállalat sikerességét, fennmaradásának alapját.

Kulcsszavak: tőkeszerkezet elemzés, jövedelmezőség, üzleti stratégia, finanszírozási döntések

DR. LIPÉCZ GYÖRGY, DR. SZÉPE ORSOLYA

(főiskolai tanár, Tomori Pál Főiskola;
tudományos munkatárs Semmelweis Egyetem)

A korona vírusról, a tesztekéről és a világmjárvánnyal kapcsolatos véleményalkotás nehézségeiről

A COVID-19 világmjárvány mindenkit érint, akkor is, ha nem fertőződött meg. A járványról mindenkinek el kell gondolkodnia, akkor is, ha nem járványügyi szakember, és nem politikus. Viszont nagyon nehéz eligazodni a régi és új ismeretek özönében. Hitek, tévhitek, cáfolatok keringenek a médiumokban, a szakmai folyóiratok sietve leadott cikkeiben és a társasági beszélgetésekben.

Írásunkban szeretnénk kiemelni a vírusról és a vírusesztekről néhány olyan ismeretet és szempontot, összefüggést, amiről úgy gondoljuk, hogy a problémák megértéséhez nélkülözhetetlen, vagy legalább ahhoz, hogy óvatosabbak legyünk a járványról alkotott ítéleteinkben. Ilyenek a SARS-Cov-19 vírus sajátosságai mellett a tesztek működésének és a teszteredmények értelmezésének problémái, a tesztek jellemzői, a szenzitivitás, specificitás, a pozitív és negatív prediktív érték sajátos összefüggései, amiket számszerű példák segítségével is igyekszünk illusztrálni.

Kulcsszavak: világmjárvány, tesztelés, teszteredmények