



**Judit Beke (ed.)  
Milada Nagy (ed.)**

**20 YEARS  
OF CENTRAL AND EASTERN EUROPE  
IN THE EUROPEAN UNION**

Book of abstracts



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OF CENTRAL AND EASTERN EUROPE  
IN THE EUROPEAN UNION**

**BOOK OF ABSTRACTS**

**Edited by  
Judit Beke and Milada Nagy**

**International conference, Budapest  
20<sup>th</sup> June 2024**

**Aposztróf ▪ Budapest ▪ 2024**



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**2024. június 20./20<sup>th</sup> June 2024**

Welcome speech:

*Dr. habil. Judit Sági, PhD*  
*Deputy Dean for Research Affairs, BBU-FFA*



# SESSION 1

Session Chair:

*Dr. habil. Judit Sági, PhD*



## **„TRANSFERBRÜCKEN“ ALS HILFSMITTEL BEIM LERNEN EINER NEUEN FREMDSPRACHE**

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Der erste Teil der Studie gibt einen kurzen historischen Überblick über die kontrastive Linguistik als Teilgebiet der angewandten Sprachwissenschaft und beschreibt ihre Rolle im Fremdsprachenunterricht. Das Grundprinzip der kontrastiven Methode besteht darin, in den Lernprozess Ähnlichkeiten und Kontraste zwischen Muttersprache und zu erlernender Fremdsprache systematisch einzubeziehen, um dadurch den Sprachunterricht effektiver zu gestalten. Im zweiten Teil der Arbeit wird dargestellt, wie das auch durch Vergleich von zwei Fremdsprachen möglich ist. Die Autoren versuchen, den positiven Transfer – die Übertragung einer Struktur von einer Fremdsprache auf die andere, die in beiden Sprachen gleich ist – zu erforschen und ihn anhand praktischer Beispiele zu veranschaulichen. Sie suchen nach Antworten darauf, inwieweit die Kenntnisse in Deutsch als Fremdsprache beim Lernen der russischen Sprache hilfreich sein können. Die Beobachtungen bestätigen, dass die Vergleichsmethoden zur Beschleunigung kognitiver Prozesse beitragen. Darüber hinaus wird man durch das Lernen einer neuen Sprache zur Reflexion angeregt, da man die bereits aus der ersten Fremdsprache bekannten Phänomene neu interpretiert.

Schlüsselwörter: Fremdsprachen, kontrastive Linguistik, positiver Transfer, Vergleichsmethoden, Reflexion

## **CROSS-LINGUISTIC CONNECTIONS AS AN AID TO LEARNING A NEW FOREIGN LANGUAGE**

The first part of the study provides a brief historical overview of contrastive linguistics as a subfield of applied linguistics and describes its role in foreign language teaching. The basic principle of the contrastive method is to systematically incorporate the similarities and contrasts between the native language and the foreign language being learned into the learning process in order to make language acquisition more effective.

The second part of the paper shows how this can also be applied by comparing two foreign languages. The authors attempt to explore positive transfer - the transfer of a similar structure from one foreign language to another - and to illustrate this with practical examples. They seek to answer the question to what extent the knowledge of German as a foreign language can facilitate the learning of Russian. The observations confirm the fact that comparative methods contribute to the acceleration of cognitive processes. Additionally, learning a new language stimulates reflection, as the phenomena already familiar from the first foreign language are reinterpreted.

**Keywords:** foreign languages, contrastive linguistics, positive transfer, comparative methods, reflection

# THEORIE UND PRAXIS IN DER DIPLOMATISCHEN BILDUNG. EIN BEISPIEL FÜR EIN PRAXISORIENTIERTES BILDUNGSANGEBOT

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Im Vortrag wird die Bildung der Diplomatischen Akademie vorgestellt, die mit einer guten Mischung von Theorie und Praxis für andere Bildungsprogramme als gutes Beispiel dienen kann. Neben speziellen Fächern wird ein großer Wert auf die Sprachkenntnisse gelegt, denn die Akademie bietet etwa 20 Sprachen an. Den Studenten werden empfohlen zwei Fremdsprachen auf Oberstufenniveau (C1) zu beherrschen und viele legen auch die diplomatische Sprachprüfung ab, bei der sie nicht nur von Prüfern, sondern auch von Diplomaten bewertet werden.

Neben Theorie ist Praxis genauso wichtig, weil die Studenten sowohl im Ministerium für Außenwirtschaft und Auswärtiges als auch im Ausland in ausgewählten Botschaften ein Praktikum machen. Im Vortrag werden die aktuellen Erfahrungen vorgestellt. Es ist wichtig zu betonen, dass die Teilnehmer nach dem Abschluss eine festangestellte Position im Ministerium bekommen können.

Das Programm bietet auch besondere Veranstaltungen mit prominenten Gästen, die Theorie und Praxis vereinen. Die Teilnehmer werden von Anfang an motiviert, diplomatische Beziehungen zu knüpfen und ein eigenes Netzwerk aufzubauen, wodurch

sie eine sichere Basis für ihre künftige diplomatische Karriere erhalten. Im Vortrag werden die besten Beispiele des Bildungsprogramms hervorgehoben und Empfehlungen für die BBU gemacht, um das Studienangebot noch praxisorientierter zu gestalten.

Schlüsselwörter: Diplomatie, Theorie und Praxis, diplomatische Kenntnisse, Fremdspracherwerb

## **THEORY AND PRACTICE IN DIPLOMATIC EDUCATION. AN EXAMPLE OF A PRACTICE-ORIENTED EDUCATIONAL PROGRAM**

The lecture will highlight the unique opportunities offered by the Diplomatic Academy's education program, distinguishing it as an excellent example for other educational programs. With a balanced blend of theory and practice, the program places significant emphasis on language skills, offering an impressive selection of around 20 languages. Students are encouraged to master two foreign languages at an advanced level (C1), and many also take the prestigious diplomatic language exam, where they are assessed by examiners and diplomats.

Practical experience is not just a component of the program, it's a cornerstone. Students are given the opportunity to intern at the Ministry of Foreign Affairs and Trade, as well as at selected embassies abroad, providing them with invaluable real-world experience. These current experiences will be shared in the lecture, emphasising the potential for participants to secure a permanent position in the Ministry after graduation. The Diplomatic Academy's program extends beyond classroom learning. It organizes special events with prominent guests, providing students a platform to interact with leaders and practitioners. From the outset, participants are encouraged to forge diplomatic relations and build their networks, both crucial aspects of a

successful diplomatic career. The lecture will showcase the program's best practices and recommend that BBU further enhance the study program's practical focus, underscoring the importance of networking in the field of diplomacy.

Keywords: diplomacy, theory and practice, diplomatic skills, foreign language acquisition

# **UNVEILING THE TOP FIVE FACTORS IMPACTING STARTUPS' SUCCESS: A COMPREHENSIVE SYSTEMATIC REVIEW**

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This study aims to identify the top five factors influencing the success of startups firms. The research employs a systematic literature review methodology, examining papers published between 2001 and 2023, drawing on articles available on the Web of Science database. This rigorous approach ensures a comprehensive examination of existing academic literature, allowing for the identification and synthesis of insights related to startup success factors. The findings reveal that funding resources, management techniques, marketing, experience, and networking are identified as the five core elements influencing startup success. Financial resources are critical for enabling essential needs such as production, innovation and expansion. Effective management, which includes leadership and team relations, is also crucial. Additionally, intelligent marketing methods such as niche targeting and influencer collaborations paly significant role for success of a startup. Entrepreneurial experience and skills, both for the founder and as a member of a team, is vital. Finally, networking is recognised in the startup ventures as cost-effective for resource access and offers collaborative benefitss. These findings provide a concise description of the primary pillars influencing startup success.

**Keywords:** startups, success factors, financial resources

# INTEGRATION AND SEGMENTATION – CENTRAL AND EASTERN EUROPEAN COUNTRIES IN THE EUROPEAN UNION SECURITY AND DEFENCE SECTOR

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In our planned presentation we wish to introduce research results related to the specific yet actual and relevant aspect of *European Union challenges*: the patterns of capacities, partnerships and transfers in the *security and defence policy* in the European community. The theoretical and conceptual framework draws on *new economic sociology* with an emphasis on the model of collective action paradox model and the theory regarding the role of social capital in economic transactions and cooperation. By applying *secondary data analysis* on the one hand we explore and describe the map of cooperative defence projects among participating EU member states with a specific emphasis on the roles and positions of the Central and Eastern European (CEE) countries, which joined the EU 20 years ago. Additionally, we investigate the patterns and role of arms transfers in the related sector of the CEE country group and outline the main trends since their accession.

Keywords: defence cooperation, European Union, security policy, empirical analysis

# **A GROUNDED THEORY MODEL FOR INVESTMENT CHALLENGES IN IRAN'S NORTHERN TOURISM RURAL AREAS**

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Investment, as the engine of economic growth, has an undeniable and decisive effect on the enhancement of tourism. A strong link between economic growth and tourism at the global level can encourage investment in the tourism sector. Gilan province, located between the Alborz and Talesh mountain ranges in northern Iran, covers an area of 14,711 square kilometers and has a rural population of 36.7%. This province boasts numerous natural and human attractions and, due to the presence of 72 official rural tourism areas, offers abundant investment opportunities in the tourism sector. The intended research aims to „Design a Grounded Theory Model for Investment Challenges in Iran's Northern Tourism Rural Areas „, with the goal of presenting a model and proposing solutions to address the challenges and bottlenecks faced by tourism in this sector. The method employed in this research is a descriptive qualitative method. This research is divided into two main stages: the first stage involves identifying challenges through open interviews, while the second stage entails presenting a Grounded Theory qualitative model based on the factors derived from the interviews. The final model resulting from this

research will serve as a valuable tool to enhance financial benefits for investors in rural tourism areas.

Keywords: sample tourism areas, financing, barriers to investment in tourism, tourism industry

# **FOSTERING LONG-TERM SUSTAINABILITY OF HUNGARY THROUGH THE EUROPEAN UNIONS' SINGLE MARKET**

**Csenge Csiszár**

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Hungary joined the European Union (EU) 20 years ago, which, in many ways, has promoted the sustainability of the member states. Sustainability has become a core value for all EU actors, from legislators to individual consumers. To ensure long-term economic growth and sustainability, the EU itself has the biggest authority in the harmonization and enforcement of environmentally friendly legislation (The Parliament, 2020). The EU's primary goal is to achieve a circular economy (European Commission, 2024), and to achieve it, the most powerful tool is presented: the single market. This study aims to explore how the EU single market can promote sustainability and long-term economic resilience for its member states. Additionally, it will examine how Hungary fits into this broader context and assess the extent to which it complies with EU sustainability regulations. The study will also identify key areas where Hungary should focus its efforts to improve alignment with these regulations.

The motivation for this research is that sustainability not only supports long-term growth but also enhances economic resilience, which is increasingly important given recent challenges. The latest major events that have caused the energy price shock and vulnerabilities to supply chains and the import of raw materials (Eurasia Group, 2024) highlight the necessity of these sustainability regulations for the steady progress of the European Union.

**Keywords:** European Union, Hungary, sustainability, single market, long-term growth

## **IDENTITY BUILDING IN CENTRAL AND EASTERN EUROPE**

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This paper explores the unique and multilevel relationship between Central and Eastern European countries and the European Union from historical, economic, and trade perspectives, both explicitly and implicitly. As a theoretical foundation, international relations theories will provide a reference framework for analysing these regions of Europe, as players of the international realm. The analysis will focus first of all on the past 20 years scrutinizing the Central and Eastern European nations' geopolitical and strategic role. Despite numerous political differences and a complex historical background the Central and Eastern European countries share a mutual goal in the postmodern political era: creating economic stability within their respective nations and contributing to regional and European prosperity. The paper aims to present the research results of a interdisciplinary educational project titled "I was Citizen of Stalin Town" further elaborating on the topic.

Keywords: culture, identity, regionality, political strategy, European-ness

# INDUSTRIAL POLICY IN UZBEKISTAN

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This paper discusses the industrial policy of Uzbekistan, examining the periods before and after the liberalization reforms of 2017. Prior to liberalization, Uzbekistan began a gradual transition towards market principles, initially by shifting from a cotton-centric economy to one that promoted diversified agriculture for food self-sufficiency. The government also introduced industrialization measures, such as tax cuts and preferential loans, primarily targeting state-owned enterprises. The second phase of industrialization commenced in 2017 with the announcement of liberalization and extensive structural reforms. This study aims to compare the industrialization policies of these two periods, highlighting both achievements and shortcomings by synthesizing and analyzing a range of scholarly literature. Additionally, the paper examines the economic relations between Uzbekistan and the European Union following the liberalization of the economy. The analysis reveals that the industrial policy in the post-liberalization era has undergone positive changes. Embracing market economy principles has facilitated Uzbekistan's transition to a more industrialized economy, supported by increased foreign direct investment and participation in interstate collaborative programs.

**Keywords:** European Union, industrial policy, liberalization, manufacturing, Uzbekistan

# **THE USELESSNESS OF USEFUL KNOWLEDGE. THE VISEGRAD COUNTRIES BETWEEN TRANSITION AND CRISIS**

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One of the most important factors for prosperity is undoubtedly knowledge and the ability to utilise it economically. Following their accession and in the context of the “Lisbon Agenda” and the “Agenda 2020”, it became a central economic policy challenge for the young Eastern European EU countries to develop into so-called ‘knowledge economies’. This presentation shows using trade data, how the Visegrad countries achieved this primarily by integrating into the value chains of the older EU countries. It also explores why the prosperity gap between these countries and their Western counterparts persists and considers the implications of this gap in light of the the current crisis-ridden developments.

Keywords: knowledge economy; economic complexity; economic development; division of labour; middle income trap

# **WATCHING AI-BASED ADVERTISEMENTS AND RETAILER REPUTATION ON CONSUMERS' PERCEIVED ONLINE RETAIL ETHICS AND CONSUMER E-TRUST ON ONLINE SHOPPING INTENTIONS**

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The interplay between AI-based advertisements and the reputation of retailers significantly influences consumer behavior in the digital marketplace, an area that has not been thoroughly explored in organizational behavior literature. This study investigates the impact of perceived organizational support (in the form of AI-based advertisements and retailer reputation) on online shopping intentions, with a special focus on the moderating roles of consumer e-trust and perceived ethics of online retailers. Utilizing a cross-sectional research design and a quantitative approach to data collection, the study engaged 413 customers from diverse online retail backgrounds, representing the Pakistani population. Standardized self-report measures were employed to gather data, and regression analysis, supplemented with Structural Equation Modeling (SEM), was conducted to test the hypotheses. The results demonstrate that both AI-based advertisements and retailer reputation positively and significantly predict consumer online shopping intentions. Moreover, consumer e-trust and perceived ethics of online retailers were found to mediate the relationships between AI-based advertisements, retailer reputation, and online shopping intentions, but with varying degrees of influence. Consumer trust and their perceptions of ethics, which together form the notion of psychological safety, act as a moderator in the relationship between perceived organizational support and positive deviations in online shopping behaviors. This research underlines

the significant role that AI plays in shaping how consumers perceive and trust online retailers. It advocates for strategies aimed at improving ethical advertising and managing reputation to cultivate a more inviting online shopping environment. Online retailers are encouraged to prioritize ethical practices and develop strong trust-based mechanisms to maximize the benefits of AI-enhanced advertisements and strong retailer reputation.

Keywords: AI-based ads, consumer perception, marketing skills, retailer ethics



## **SESSION 2**

*Session Chair:*

*Dr. Miklós Fellegi, PhD*



# **UNRAVELING THE IMPACT OF NETWORKING CAPABILITIES ON SME PERFORMANCE AND THE ROLE OF ENTREPRENEURIAL RESILIENCE**

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Small and medium enterprises (SMEs) play a pivotal role in a country's sustainable development, encompassing economic and social factors critical for balanced progress. The sustainability of SMEs is integral to job creation, poverty reduction, and fostering sustainable economic growth. This study investigates the relationship between networking capabilities (NC) and SME performance, with resilience serving as a potential mediator. Surveys were conducted using questionnaires distributed to SME owners. Data from 151 Lao SMEs were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the model and test the hypotheses of this investigation. The findings suggest that effective networking capabilities and entrepreneurial resilience positively impact SMEs, with resilience mediating the relationship between networking capabilities and performance. This underscores the importance of fostering networking skills and resilience among SMEs for their sustainable growth and success.

**Keywords:** SMEs' performance, networking capabilities, entrepreneur resilience, dynamic capabilities

# **DOES FISCAL DECENTRALISATION IMPACT REGIONAL HEALTH OUTCOMES: EVIDENCE FROM SPATIAL ANALYSIS OF KENYA'S DEVOLUTIONARY FRAMEWORK**

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This study investigates the multifaceted effects of fiscal decentralisation on regional health outcomes within Kenya's devolutionary framework. By examining health outcomes through the lenses of mortality, morbidity, and health development, this research addresses a gap in previous research by comprehensively assessing health outcomes and employing spatial econometrics to account for spatial dependence. The findings have significant implications for public policy design, distinguishing between health outcome indicators best implemented through central coordination and those leveraging spatial interdependencies, advocating for holistic service delivery approaches. The study highlights gender disparities in components like mortality outcomes, with male life expectancy linked to agricultural spending, while female life expectancy is less affected by spatial dependence. Though fiscal decentralisation and health spending are not significant, the study underscores the pivotal role of agricultural expenditure in enhancing life expectancy. For morbidity, indicators like Malaria and HIV exhibit spatial dependencies, while TB and Cervical cancer are not spatially dependent, necessitating a balance between centralised coordination and decentralised strategies. Moreover, fiscal decentralisation, health, and agriculture spending are crucial in managing regional morbidity. Regarding health development outcomes, fiscal decentralisation measures significantly impact indicators like Demand for Family Planning Satisfied (DFPS) and child wasting, which also have spatial dependencies.

Overall, this research contributes to understanding the intricate relationship between fiscal decentralisation and health outcomes. The study also aids in the pursuit of maximising social welfare and achieving Sustainable Development Goals.

Keywords: fiscal decentralization, health outcomes, mortality, morbidity, health development outcomes, devolution, Kenya

# **THE SAFETY OF JOURNALISTS IN KAZAKHSTAN: LEGAL FRAMEWORKS, THREATS, AND INTERNATIONAL COMPARISONS**

**Zhanara Nurusheva**

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Journalism, vital for democracy and human rights, faces significant threats globally, notably in Kazakhstan. This study probes the intersection of legal frameworks, threats, and global comparisons in ensuring the safety of journalists. By examining international efforts and Kazakhstan's legal landscape, the research offers recommendations. The study examines global efforts to protect journalists, assesses Kazakhstan's legal framework, and proposes measures to enhance journalist safety. By analyzing the UN Plan of Action on the Safety of Journalists and the International Program for the Development of Communication, it sheds light on initiatives creating a safer environment for journalists worldwide. The study employs mixed methods, combining data analysis and legal document review, to identify challenges and propose policy improvements. Ultimately, this research aims to bolster journalist safety, inform educational initiatives, and fortify democracy by advocating for a secure environment for media professionals.

Keywords: journalism safety, democracy, human rights, legal frameworks, Kazakhstan, international initiatives, educational initiatives

# **TRANSNATIONAL CRIMES AND INCIDENCES ACROSS THE KENYA - ETHIOPIA BORDER**

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Transnational organized crimes in East Africa are as a result of both illegal and illicit markets that span continents due to a myriad of underlying weakness in the rule of law and its application. Due to conflict and poverty, Eastern Africa generates a large and vulnerable stream of smuggled migrants, who are abused and exploited at multiple stages of their journey. Migrant smuggling from Ethiopia through the Kenya-Ethiopia border has been prevalent for a considerable period of time. This paper seeks to explain the underlying factors favouring human trafficking along this border and their transit routes to other countries in Africa and beyond. The study employs a qualitative design, with data collected through interviews. Data was analyzed using thematic content analysis. Poverty and weak governance structures increase the likelihood of corruption, rendering Kenya-Ethiopia border a relatively easy and attractive region for trafficking from Ethiopia, through Kenya, and to other countries. Until the rule of law is firmly established in the region, these and other transnational crimes are likely to continue unless interventions are implemented by both countries

**Keywords:** transnational, human trafficking, migrants, crimes, governance

# **A COMPARATIVE REVIEW OF ANHOLT'S COUNTRY BRAND INDICES WITH SPECIFIC ATTENTION TO THE POSITIONS OF THE COUNTRIES THAT JOINED THE EUROPEAN UNION IN 2004**

**Árpád Ferenc Papp-Váry**

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Brand rankings are prevalent in the realms of products and services, with annual releases of top global brands lists by various organizations such as Interbrand, Kantar BrandZ, and Brand Finance. Similarly, country brand rankings have gained prominence, with new ones emerging nearly every year. This article delves into two such rankings. Firstly, the Anholt Nation Brands Index, derived from a survey of 60,000 people across 20 countries, evaluates the perception of 60 countries. Secondly, the Anholt Good Country Index which ranks 169 countries not based on surveys but using data from international organizations, particularly the United Nations. This publication aims to compare the methodologies, dimensions, and attributes of these two rankings. Additionally, it analyzes the positions of countries within these rankings that joined the European Union in 2004.

Keywords: country brand rankings, country image, EU accession 2004, Anholt Nation Brands Index, Anholt Good Country Index

# **SURVEYING BEHAVIORAL FACTORS IN CRYPTOCURRENCY MARKETS TODAY AMONG UNIVERSITY STUDENTS.**

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This paper aims to understand the behavioral factors affecting the decision-making process regarding buying and investing in cryptocurrencies among university students, an emerging category of investors in the growing digital asset market. Especially in the technologically sophisticated world, novel investments, including cryptocurrencies such as Bitcoin, have attracted significant attention and engagement, especially from the younger generations on social media platforms as well as students. In line with the research objectives, this scholarly work investigates a sample of 104 students from different countries and different levels of education, focusing on the effect of psychological factors such as investment potential returns, investment technological interest, peer recommendations, Fear of Missing out (FOMO), and portfolio diversification on investment behaviors.

Information was administered through a structured questionnaire and quantitatively analyzed to identify unique behavior patterns. The results indicate that return potential, technology interest, and peer pressure are factors that exert a positive effect on a person's investment decisions, while FOMO does not have any significant impact.

Hence, this research contributes to understanding the psychological mechanisms behind cryptocurrency investments among university students, providing valuable insights for educators, financial consultants, and lawmakers who engage with this new class of investors.

These findings suggest that broader psychological and social factors should be considered in educating people about wise and responsible investment behaviors.

Keywords: university students, cryptocurrency investment, behavioral factors, decision-making.

# **CONNECTIVITY OF REGIONS IN EUROPE: STOCK INDEX NETWORK ANALYSIS WITH A FOCUS ON CEE**

**Dora Sallai**

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Research on European stock markets identifies distinct regional divisions: Mediterranean, Western, Northern, and Central-Eastern Europe, each with unique economic, historical, and market characteristics. Market integration within Europe, driven by globalization and EU policies, has fostered interconnectedness alongside regional peculiarities, as evidenced by studies revealing distinct market segments and co-movements. The EU enlargement and the integration of Central-Eastern European (CEE) countries have influenced stock market behaviours, with legal foreign participation enhancing integration. Some CEE markets exhibit partial integration with developed counterparts, with Estonia notably standing out as an outlier. Employing minimal spanning tree analysis, this research focuses on the connectivity of regions, particularly CEE, aiming to demonstrate its distinct cluster within Europe, characterized by stronger stock index connections within the region. This study is crucial for understanding regional market dynamics, diversification strategies, and financial integration within the EU, offering insights valuable for investors, policymakers, and financial regulators.

**Keywords:** European stock markets, market integration, Central-Eastern Europe, regional market dynamics

# **THE IMPACT OF THE FREE LABOR MOBILITY ON THE ECONOMY IN THE EUROPEAN UNION**

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Labor flow and migration have a significant impact on economic factors including supply chains, global trade, investments, among others. As the world has opened its doors to the international trading system, the concept of migration stock flow has gained prominence. Labor stock flow is a crucial component of the complex phenomenon of globalization. Working stock flow is a crucial component of the complex phenomenon that we call globalization. As a result of immigration and emigration, the labor market becomes more competitive, which can have wide-reaching impacts on a country's economy, social and political dynamics, and ultimately, the very nature of development.

This article addresses the issue of the free mobility of workers in relation to the expansion of the European Union. The primary objective of the study is to highlight the significant levels of labor outflow and inflow within the EU during a specific timeframe. The research provides a comprehensive analysis of the effects and impact of migration stock on economic growth, while also assessing the potential consequences.

**Keywords:** EU, labor mobility, migration stock flow, economy of the European Union

# **COMPARATIVE ANALYSIS OF THE DIGITAL PLATFORM ECONOMY INDEX: CASE OF THE BALTIC STATES**

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The Baltic region has earned global recognition as a pivotal center for digital innovation. Estonia, Latvia, and Lithuania have gained reputations for their strides in digital governance, with each country implementing various initiatives to digitize government services, improve efficiency, foster transparency, and enhance citizen engagement. The Digital Platform Economy index (DPE) serves as a composite indicator that measures the global status of the digital ecosystem by evaluating the digital and entrepreneurship ecosystems in 116 countries. This paper aims to shed light on platform-based entrepreneurship within the Baltic trio of Estonia, Latvia, and Lithuania. An examination of the overall profile of the digital entrepreneurship ecosystem in these countries and a comparative analysis of the Digital Platform Economy sub-indices were conducted. Additionally, an analysis of the different pillars of the DPE index was performed to identify specific bottleneck factors that are holding these countries back from further development. A set of tailor-made policy recommendations addressing these bottlenecks to improve their DPE overall score was proposed.

**Keywords:** Baltic states, Digital Platform Economy, Estonia, Latvia, Lithuania, digital entrepreneurship

# **PUBLIC DEBT MANAGEMENT STRATEGIES IN CENTRAL-EUROPEAN COUNTRIES**

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The debt portfolio of a government is typically the largest and most complex portfolio in an economy, making its proper management of paramount importance. This paper describes the criteria for national debt management institutions to optimise their debt portfolio, and how the targets and target ranges for these have evolved in the four Visegrad countries and Slovenia over the period 2007-2023. These countries are post-socialist countries and all joined the European Union in 2004, showing many similarities beyond that, therefore a comparison of these countries is relevant. The study will show how public debt financing strategies have changed, what results have been achieved, and compare the actual characteristics of debt portfolios with the targets. It will also explore the reasons for changes and differences and provide an opportunity to examine the differences between the subprime crisis and the COVID-19 crisis.

Keywords: public debt, public debt management, CEE countries



ISBN 978-963-625-056-0

Published by © Aposztróf Kiadó, Budapest, 2024  
Nagy és Heteyi Kft.  
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