

## SUMMARIES

**Josef RIEGLER**

**Ökosoziale Marktwirtschaft**

**– europäische Antwort auf die Herausforderungen der Welt**

*Auf Europa warten nicht nur große Herausforderungen in der Gestaltung seiner inneren Entwicklung, sondern es steht vor einer historischen Bewährungsprobe in Bezug auf seine Verantwortung für die Gestaltung einer gerechteren Form der Globalisierung. Für dieses Ziel gibt es derzeit kein überzeugenderes Modell als jenes der Ökosozialen Marktwirtschaft. Sie ist ein ganzheitliches Modell, bei dem das Wirtschaften auf sozialer Gerechtigkeit und ökologischer Verantwortung beruht. Sie bekennt sich zu den Regelmechanismen der Marktwirtschaft, wobei sie im Interesse unserer und der nachfolgenden Generationen immer das politische Ziel der Zukunftsfähigkeit im Sinne von Nachhaltigkeit berücksichtigt. Sie stellt die Grundwerte Umweltqualität und soziale Lebensqualität ins Zentrum aller privaten und wirtschaftlichen Überlegungen. Ökosoziale Marktwirtschaft erhebt den Anspruch, dass nachhaltiger Umweltschutz und soziale Fairness als Richtschnur für Wirtschaftliches Handeln gelten. Umweltschutz muss sich aber auch wirtschaftlich lohnen. Die Politik ist aufgefordert, der Wirtschaft die richtigen Rahmenbedingungen zu geben. Die Erfahrungen der europäischen Integration auf dem Weg zu einer „Einheit in der Vielfalt“ können als Beispiel für die Bewältigung globaler Herausforderungen dienen. Das europäische Modell einer Ökosozialen Marktwirtschaft bedarf einer starken Politik mit der Kraft zu wirklichen Weichenstellungen für die Zukunft auf Basis einer Ethik, welche die Würde des Menschen, die Respektierung unterschiedlicher Kulturen und Religionen beinhaltet.*

**József, ÁNGYÁN**

**Neuer, ökosozialer Weg der europäischen Agrarfinanzierung  
und ihre Perspektiven in der ungarischen Landentwicklung**

*Die Landbewirtschaftung bedeutet mehr, als Lebensmittelproduktion. Sie hat außer der Lebensmittelherstellung auch andere kulturelle, Gesellschafts- sowie Umweltfunktionen. Diese „nicht importierbare“ gesellschaftliche „Dienstleistungsfunktionen“ der Landbewirtschaftung sind für die ganze Gesellschaft wichtig, für welche Leistungen aber die Bauern von der Gesellschaft bezahlt werden müssen. Diese Erkenntnisse führten in Europa zum Reformprozess der Gemeinsamen Agrarpolitik (GAP) und zur Veränderung der Finanzierung der*

*Landbewirtschaftung und Landentwicklung. Im Prozess der Aufbauung „der zweiten Säule“ der GAP werden immer mehr statt Produktmengen solche Produktionssysteme bezahlt, die Lebensmittelsicherheit und Qualität garantieren können und deren gesellschaftliche Dienstleistungen besser sind. Dieser Umwandlungsprozess der EU-Agrarfinanzierung bietet für die ungarischen Landbewirtschaftung und Landentwicklung neue Perspektiven.*

**Nándor, VASS**

**What makes sustainable development sustainable?**

**Will vision ever become reality?**

*In my presentation I seek to demonstrate my reserves concerning the feasibility of the theory of sustainable development – one that is rather sympathetic at first glance.*

*As politicians usually venture merely to go as far as making eloquent statements of clichés with regards to sustainable development without providing any real solutions I feel that, within the context of such a scientific conference, taking a practical approach is by all means the most suitable one.*

*In support of all this, I rely on opinions of experts and data of institutions like Kofi Annan, Zoltán Endreffy or the UN.*

*I have concerns that the real ethos of sustainable development would be lost in the battles of high politics. It looks as though sustainable development will become more like a sustainable road-seeking exercise. And, in this relay race, the solution finding may lie with the next generation – unless we drop the stick just before the moment of relay.*

**József, HUBAI**

**Foreign trade of Hungary to the European Union  
turns ever greener**

*Hungary will join the European Union on May 1, 2004. Currently, efforts are being made to also prepare environment protection and management for the accession.*

*Based on the figures obtained from the examination of approx. 300 companies, this study tries to answer the question of the how (ISO 9000, ISO 14000, EMS, EC EMAS, TQM, products' lifecycle etc.).*

**Balázs, FERKELT****Die Wirkungen der monetären Integration auf die regionalen Unterschiede – Theorie und die europäischen Erfahrungen**

*Die Analyse der Wirkungen der monetären Integration auf die regionalen Unterschiede bildet schon seit den 60er Jahren den Gegenstand der Forschung und der Diskussion im Rahmen der europäischen Integration. Der Rat bezeichnete die monetäre Integration in seinem Beschluß schon im Jahre 1971 als Mittel der Verminderung der regionalen Ungleichheiten. Die regionalen Wirkungen der monetären Integration betreffend können zwei große theoretische Richtungen unterschieden werden. Nach der Konvergenztheorie verstärkt die Faktorströmung, als potentiell Ergebnis der monetären Integration, den Konvergenzprozeß, solange nach der Divergenztheorie die Zunahme des Wettbewerbs zum Zuwachs der regionalen Unterschiede führen kann. Aufgrund der Analyse der ersten Jahre der Wirtschafts- und Währungsunion ist es festzustellen, daß sich die Konvergenz weder auf staatlicher, noch auf regionaler Ebene verstärkte, aus diesem Grund ist die Einführung eines Ausgleichsmechanismus empfohlen.*

**Pál, MAJOROS****Economic and trade relations between the European Union and India**

*India possesses such a large multicolourity of religions, languages and richness in raw materials that can rarely be seen in any country. On the basis of its political and economic weight it is one of the most important states of the rapidly developing Asian and Pacific area. Regarding its economic performance, the country is the fifth largest in the world. With its military and technico-scientific potential India is a significant power in Asia, at the same time it is one of the poor countries of the world facing greivous economic and social controversies.*

*India is present in the life of the European Union and vice versa. The objective of this study is to present bilateral relations between the EU and India.*

*The formation of the future relations between India and the EU are determined by*

- *the 2004 enlargement of the EU on the one hand, which, though providing Europe with a larger weight for the long run, temporarily drives its attention to its internal affairs,*
- *on the other hand, India is expected to become a more and more significant industrial power in the decades to come.*

*On parts of both EU and India, a deepening of bilateral economic cooperation is expected in the future. The Communities finds various chances in relations with India and accordingly, wishes to encourage them. In connection with these endeavours, new opportunities will be explored which Hungary, as a member of the Union should also utilise.*

**Éva, NÁDOR**  
**Big Challenges for small Enterprises**

*With the date of Hungary's joining the European Union drawing nigh the question whether the economy and the various enterprises within it are fully prepared is being raised with a sense of increased urgency. This is the time when sectors less prepared need to be clearly identified and adequately strengthened. It is obvious that Hungarian enterprises will face greater challenges on the open European markets than they had faced before, while also gaining access to a greater array of opportunities. The question is whether they can utilise those opportunities, and so realise the potential for development offered by membership of the Union. This paper aims at throwing light on the contradiction that while a familiarity with modern management and marketing techniques is essential in tackling successfully the challenges thrown up by joining the EU, marketing and management are the very areas in which small and medium size enterprises most effected by the new challenges appear to be the least adequately prepared. The author wishes to examine the role and responsibility of professional advice and marketing education in increasing the viability of enterprise in international competition and in their making the most of the opportunities presented by Hungary's joining the EU.*

**Edit, POLLÁK-CSÁSZÁR**  
**The connections of corporate capital efficiency and competitiveness considering Hungary's EU accession**

*The Hungarian micro-, small and medium enterprises will have to face a double challenge in the near future as they will have to improve their competitiveness while complying with a transformed economic and regulative environment where a great change will come with the adoption of the EU standards.*

*The revelation of the inner connections and hidden dimensions of corporate capital efficiency and the clarification of the role of the financial factors in the evolution of competitiveness provide essential support in this matter.*

*In the recent past both positive and negative influences succeeded. The changes in business company categories due to the modification of the SME law may have a negative impact on enterprises with small capital. Positive influences may be related to handling and easing liquidity problems as well as to solving corporate capital adequacy problems. The management information systems (MIS) play a cardinal role in the co-ordination of financial processes and increase the efficiency of corporate treasury therefore the importance of the application of these systems must be underlined.*

**Ágnes, SIKLÓSI**

**A Few Aspects of Efficiency Analysis in Hungarian Agrarian Economy in the Light of EU Accession**

*The purpose of any business activity is to achieve some result, and that purpose always requires the use of some kind of resources and expenditures.*

*Measuring efficiency is not a simple task, it is often almost impossible. Nevertheless, attempts must be made to determine the efficiency of certain processes and performances. One goal of EU agrarian policy is to increase quality production and reduce specific costs, that is, increase efficiency. Therefore, the task ahead of domestic regulation of agriculture is, in line with meeting the EU accession requirements, to establish and improve in the long run the conditions of an efficient agricultural production and substantially reduce export subsidies, and in addition, to increase the competitiveness in the world market of Hungarian agricultural and food industry products. Measuring the efficiency and providing comparative information for analysis require us to improve our accounting system and make it EU-conform.*

**Imre, GÉRÓ**

**The Developmental Perspectives of the Hungarian Customer Cooperatives' Trading on the Edge of Hungary's Joint to the European Union**

*The future developing possibilities and expectable changes of directions of the Hungarian Customer Cooperatives' Trading – considering joint of Hungary to European Union in 2004 – determine those processes which have been realised in EU's Customer Cooperatives' Trading, and their expectable developmental tendencies in the future.*

*The Customer Cooperative sector offers a wide range of possibilities for Hungarian economy. In the article the author draws up the European situation partially with the aim to present some good practices – as a prevision – to the Hungarian Customer Cooperatives' Trading from the practical mine of the EU countries. For size limitation the article can only present the main developmental features of a few countries and pick up those concepts that might be exploitable and in this way profitable for the Hungarian Customer Cooperatives' Trading, for/as the processes went on – in the countries mentioned in the article – can serve as a lesson for us and for other joining-fellows as well*

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