Management practices and changes in turnover of domestic firms during the Covid-19 economic shock

Bence Kiss-Dobronyi, Erzsébet Czakó and Dávid Losonci

A recurring question of economic inquiry is how management and leadership practices affect the measurable, "objective" performance of firms. In this article we explore firm characteristics that, during the economic shock due to the COVID pandemic, made firms especially vulnerable, causing their revenues to drop more than expected. The analysis combines firm-level historical data and sector-level statistical data, and employs time-series analysis to estimate an "expected" level of shock on the firm level, based on the industry-level shock. This hypothetical outcome is then compared to observed values. We then search for patterns between the management practices (reported before the COVID shock) of the individual firms and deviations between the observed and "expected" revenue values. We use Fisher's exact test and the Cochran-Armitage test for trends to identify management practices correlating with lower-than-expected outcomes. Our analysis finds that firms where owners participated in management, did not rely on external financing options, their leadership style was characterized less by a relationship-based approach and their digitalization readiness were lacking were overrepresented in the group of firms with lower performance outcomes.

The consumer profile of producer markets: an analysis of the literature

Zsófia Jámbor, Áron Török, Péter Czine, Gréta Maró and Zalán Márk Maró

Farmers' markets are a traditional sales channel that offer consumers the opportunity to buy food. Today, farmers' markets are enjoying a renaissance and research on them has been going on for decades. However, no previous study has synthesised the previous research on farmers' market consumers and summarised the most important empirically proven characteristics of these consumers. Our present study uses the tools of systematic literature review to simultaneously analyse the available international and domestic literature by collecting the empirical, survey-based information available in academic journals. We analyse consumers based on the results of 111 studies from 21 countries. The results clearly indicate a homogeneous group of consumers, as 27 main characteristics have been identified along which consumers

in farmers' markets can be characterised. The study formulates the main conclusions and messages for the different stakeholders (farmers, organisers, operators, policy makers) and outlines possible directions for further research.

Corporate behaviour – corporate environment
The story of research methodology

Mihály Laki

In the years between the economic reform of 1968 and the collapse of the socialist system in 1989, a large number of case studies were produced on the functioning of corporations, corporate divisions, groups of corporations, and sectors. Anyone who reads these writings today can become acquainted not only with the events and processes of a vanished world (companies that no longer exist, market conditions, management and management methods, regulations), but also with the social research method and approach that was prevalent in Hungary in the 1970s and 1980s. In the study, I try to find out why a part of the Hungarian scientific community chose this method, and why in this specific period. Why did we trust qualitative research, the systematization and measurability of anecdotal events? What caused its decline after the change of system? Or, to put it another way: why was this approach and method popular during the years of restrictions on scientific freedom, and not during the years when these restrictions disappeared?

Motivational differences between fans of Hungarian football clubs

Renátó Balogh and Éva Bácsné Bába

In the past decades, several studies have been conducted on the motivations of Hungarian football fans, but these have either dealt with the factors influencing spectators in aggregate or at the level of a single club. We hypothesise that it is necessary to examine fan motivation on a club-by-club basis, because the motivation of on-field spectators is probably not homogeneous nationally. The measurement tool of our research was the adapted, validated and nationally adapted SMSC (Scale for Motivators of Sport Consumption), which we have finalised and named the H-SMSC scale. The study sample for our questionnaire included supporters of nine NB I clubs, a total of 1,645 people. As a result of principal component analysis, eight motivational factors were identified, four intrinsic (loyalty and identification with the team, community fun, local patriotism and success) and four extrinsic (advertising and facility, spectacle, drama, good atmosphere). Our results confirmed our hypothesis, as for all motivational factors, significant differences were found between fans affiliated with different Hungarian teams. The H-SMSC fan motivation scale may provide an opportunity for Hungarian football clubs to explore the behaviour and motivations of their actual and potential consumers and to attract spectators to their stadiums.