



DUNAÚJVÁROSI EGYETEM
UNIVERSITY OF DUNAÚJVÁROS



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CONFERENCE

**Economic growth and sustainability:
The society in focus**

**University of Dunaújváros,
13th May 2019**



PADE CONFERENCE

Economic growth and sustainability: The society in focus

University of Dunaújváros, 13th May 2019

Language of the conference: English

President of Organizational Committee: Dr. habil. Mónika Rajcsányi-Molnár

Members of Organizational Committee: Dr. habil. István András

Dr. László Balázs, Dr. Andrea Keszi-Szeremlei

Venue: University of Dunaújváros

Main building, 2nd floor, room 310

Chairman: Dr. László Balázs

Secretary of conference: Mrs. Mariann Kajtár-Szépes



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PROGRAM

- 9.30 – 10.00 Arrival of participants, registration
Venue: University of Dunaújváros, Main building, 2nd floor, in front of room 310
- 10.00 – 10.10 Opening speech: Dr. György Ágoston, Vice-Rector of University of Dunaújváros, Patron of the Conference

Plenary meeting

Main building, 2nd floor, room 310

- 10.20 – 10.40 Dr. Andrea Keszi-Szeremlei: Economic Modelling, The world of Business Processes
- 10.40 – 11.00 Dr. Péter Bajor: Smart solutions and technologies in the local sector
- 11.00 – 11.20 Dr. Levente Rádai: History, technologies of Digital Economy and new Challenges of growing Virtual Economy
- 11.40 – 12.00 István Sófalvi: Project Portfolio Management
- 12.00 – 13.00 **Lunch** (Hall of Main building, 2nd floor)
- 13.00 – 13.20 Kamar Kozhakhmetova: Program of the Minors as a tool of formation of economic competences – experience of Higher School of Economics, M. Narikbayev KAZGUU University
- 13.20 – 13.40 Karim Soliman: Targeted investments in emerging economies
- 13.40 – 14.00 Orsolya Bartal: Using Mobile Phones in Education from Antropological Views (Norms, Rules and Values)
- 14.20 – 14.40 Krisztina Sitku: Third Mission and Society 5.0: what does the University of Dunaújváros provide for its students?



ABSTRACTS

Péter Bajor: Smart solutions and technologies in the local sector

The goal of the presentation is to introduce the concept and idea of the application and benefits of smart technology in different fields of everyday life. The presentation overviews smart technologies applied in logistics, energy and waste management, governance, housing and healthcare, and introduces solutions that provide the founding blocks of smart and more sustainable living. We focus on homes, cities and industry actors, and introduce the steps to develop and implement sustainable, resource-efficient and environmentally friendly technologies that enhance economic prosperity and provide more comfortable and safe living conditions in cities.

Orsolya Bartal: Using Mobile Phones in Education from Antropological Views (Norms, Rules and Values)

'We need to be open; letting the world in and out!' (Ollé, 2012) These days our society is undergoing a change due to the rapid technological developments (Racska, 2017). This development touches the whole segments of life which influences numerous social strata. The changing in rules, norms and values which effect humans and their communities can be seen. Our society is „informatized" (Ósz-András-Rajcsányi, 2013) and at the same time with this interchanging the modern IT tools are becoming available for many levels of the society deminishing the digital divide by this. The presentation shows the processes of the „mobile" society experienced these days that in many cases could be a drawback not only at home within generations but at the same time in education as well. Some disadvantages of the mobiles (which are present all around us everyday in 24 hours) has appeared with its many benefits. In many situations the educational institutions are struggling with/against the rules of the usage of mobile phones. They are trying to adjust the rules of the schools to this relatively new situation. This is not only a question which is awaiting for solution at schools but homes as well, where the norms and values of the digital natives (the children) and digital immigrants (parents) (Prensky, 2001) are hindered. The mobile tools (like mobile phones) make their users follow a new value transmittion and set up new rules. The mobiles have been spreading massively for 10 years now and since then we can experience that it is time to rethink the above mentioned norms, values and rules. The experiences



of connections and communities (Nyíri, 2010) have changed thanks for the invasion of mobiles. In this presentation the researcher is going to examine a congestion of the relevant literature which aims to have a glimpse into the changes of society focusing on the field of education.

Kamar Kozhakhmetova: Program of the Minors as a tool of formation of economic competences – experience of Higher School of Economics M.Narikbayev KAZGUU University

At present, when the structure of the economy is changing rapidly and specialists must constantly improve their skills. In order to improve the efficiency of educational programs at the Higher School of Economics M. Narikbayev KAZGUU University for three years, the Major-Minor program has been implemented. The Minor is a complex of courses that forms the competence of graduates of the program in a certain field of activity.

The programs of Minors allow forming a unique trajectory of their training. This learning pathway helps student master skills, knowledge and competencies that are in demand in the labor market. The Minor as any educational program has a certain structure of the study course. Each individual program has its own criteria for the admission of students, which can be attributed to the level of student performance, level of knowledge of the language, the degree of development of prerequisite courses and so on. To complete a minor program, students must also meet the final requirements of the program. Now The Higher School of Economics of M. Narikbayev KAZGUU University 14 programs of minors in different directions, such as Marketing, Business and Law, Business and Management Accounting, International Relations, Public Relations, Project Management, Human Resources Management, Hospitality, Information Technology, Business Journalism, Islamic Finance, Entrepreneurship and Innovation, Tour Guiding, Finance. All major programs are available to students of the Higher school of Economics and the Higher School of law, which students can master as part of their major or study additional credits. For the formation of economic competences of students majoring Psychology, Tourism, Law, International Law may select minors in Finance, Business and Management Accounting, Marketing, Islamic Finance, Human Resources Management, Entrepreneurship and Innovation. The program of minors, developed in cooperation with employers, allows us to produce popular specialists with a high level of economic competence and is used by us as a tool for their formation.

I would like to share our experience in implementing the major-minor program and its results for students.



Karim Soliman: Targeted investments in emerging economies

Emerging economies/markets are having the potential of developed markets in terms of flow of local and foreign investments, high growth rates, improved standard of living, and positive economic & social development.

Recently most of nations in the globe including these emerging markets shifted or having the tendency to capitalism or open market system which theoretically proved effectiveness in terms of productivity, management, growth and efficiency.

While on the other hand and following practicing, such system reflected deficiency, disorder and incompetence in terms of resources utilization, fair geographical development and positive reflection on macroeconomic indicators.

This was proved to be a result of missing an overall vision, unplanned development, incorrect utilization of resources, focusing investments on specified consumption sectors and not productive, flow of hot capital aiming short term investments with very high returns.

The consequences are discrepancies in incomes, gap between social levels, an overall weak economic performance and the evolution of the so called bubble economies and not emerging.

As a result, the necessity of having the state's strong hand of planning, monitoring and controlling development, growth, and investment in these countries is crucial.

The state's interference will turn to be a "REGULATOR"! Neither owner nor controller of investments.

The evolution of an overall strategy for the country's targeted investments, targeted development for various sectors along with the entire LRPs (every 5 years) equipped with entire coordination with all requirements and tools needed for such development and targeted investments such as incentives, laws, regulations, proper infrastructure, qualified work force, up to date educational levels and skilled public & private institutions.

Andrea Keszi-Szeremlei: Economic Modelling, The world of Business Processes

The processes in macro-, and microeconomics are diverse, which processions, changes and the effects of these changes can be analysed well with the help of the kind of methods which represent the reality but they are simpler than it. These diverse models serve the goal that the important actors of reality and the essence of the connections among them could be presented. The science of Economics uses models deliberately for both at micro and macro levels.



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The models make it possible to form some interdependences and regularities between two actors (household and business sector) and three actors (private sector and state sector) with its models.

The business processes mean certain chain of actions, or according to a given order to form a given achievement or product. The aim of the company is that its business processes must be optimal, in that way all the processes should be according to the financial, quality and speed goals. The success of the company depends on its business processes that's why to prove the business processes and bring the strategy of the company to success it is a significant aid for the management if the business is seen and approached as processes.

Krisztina Sitku: Third Mission and Society 5.0: what does the University of Dunaújváros provide for its students?

As the 21st century is developing into Society 5.0, higher education needs to cater for its specific needs, i.e. enable students to adapt to and operate successfully in its era. This vision of future society requires several shifts in higher education: focusing on skills development; the flexibility of study programs in terms of subjects and disciplines; further openness in accepting non-traditional students and promoting lifelong learning; open innovation, that is opening university research up to the public and seeking new ways of scientific innovation; as well as heightened international collaboration in research and teaching (Keidanren, 2016; GlobalJapan, 2018).

Social inclusion, openness to society for research and innovation initiatives, collaboration and internationalization are common themes of the entrepreneurial university, which, in varying degrees of intricacy, has become the major paradigm in the global higher education arena. They also recall the versatile activities related to the third mission of higher education institutions as based on the Quadruple Helix Model, which the recently revised higher education strategy of the European Union defines as the framework for the knowledge helix between universities, the economy, higher education policies and society. The model describes the interrelationship between the four actors viewing higher education institutions as part of a complex innovation ecosystem in which joint innovation activities aim at promoting economic and societal development on the national, regional and local level (OECD/EU, 2017, Halász, 2018). Moreover, the major trends of the global higher education arena compell universities to elevate their third mission activities to the strategical level (Halász, 2013, Hrubos, 2013), while national society and policy makers expect universities to create and disseminate knowledge for the solving



of various social issues; to be the driving force behind innovation for increasing national competitiveness; and heighten student employability by high-quality education which focuses on skills development and practical experience (OECD/EU, 2017).

Therefore, in my talk I propose that university third mission may be regarded as a basis and framework for preparing students to meet the challenges of Society 5.0. My presentation explores those third mission activities of the University of Dunaújváros that may benefit its students towards the aforesaid aims as social responsibility is an underlying thread of the UoD student career path. I intend to answer such questions as: What is the connection between the third mission of universities and Society 5.0? What challenges does it pose to universities and what practices do we presently have to handle them? How do these promote students' preparation for that vision of future society? The talk also aspires to spark a discussion on the third mission experience of the conference participants.

István Sófalvi: Project Portfolio Management

Put very simply, Project Portfolio Management (PPM) is the management of all projects in an organization from a high-level perspective. Many companies use a Project Management Office (PMO) to handle all activities related to PPM. The PMO is the central hub for all projects in the business, driving PPM on a largely strategic level. The PMO is a fixed and permanent entity within the business organization. The focal points of its work are resource management and cross-level as well as cross-project communication.

In other words, the purpose of PPM is to prioritize projects, plan and staff them realistically with qualified and available employees (resource management), monitor them, and keep all involved parties informed about their status.

When a company doesn't use project portfolio management, they often run into the common problem of implementing too many, unimportant, projects. This practice causes employees to be constantly overloaded and overextended. It also leads to projects being stopped due to low quality or simply because they are not feasible. This bottom-up approach consumes unnecessary resources, neglects the business strategy, and pits projects against each other in a competition that usually only has one winner.

PPM, on the other hand, follows a top-down approach. This ensures that important, less risky projects are implemented first and that they also have the necessary resources. Remaining capacities are then used for additional initiatives. PPM places great value on resource planning and resource conflict resolution, which in turn increases value creation in a business.



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The aggregate project planning is the process of creating development goals and objectives and using these goals and objectives to improve productivity as well as development capabilities. The purpose of this process is generally to ensure that each project will accomplish its development goals and objectives. Projects can be differentiated into four types of projects: breakthrough, platform, derivative, R&D. This differentiation determines a project's development goals and objectives as well as resources allocated to that project.

An aggregate project plan provides management with a categorized list of projects, which balances short- and long-term goals. This list assists management in making difficult decisions such as when to start projects and which projects should be cannibalized. Starting projects in a sequential manner according to the firm's strategy as well as resources available will allow fewer projects to continue simultaneously and improve productivity. Another benefit is the creation of an organizational form for each project type. This creates a focus on the generation of competence and builds the speed and productivity of individuals as well as the organization itself.

Levente Rádai: History, technologies of Digital Economy and new Challenges of growing Virtual Economy

In the captivity of smartphone and connected digital devices, more and more students meet the definition of virtual world. Our world is continuously formed by the internet and by the digital technologies. Now, this effect can be observed in the economy, as well. The European Union declared the target of the Digital Single Market to replace the state markets of EU members. The digital technologies are among the core factors of the development of European Union.

On the other hand, this growth can be sensed in other regions of the World. The appearance of the crypto currency comes with the birth of virtual economy, where the most interesting and most valuable type is the bitcoin. Therefore, related to the topic, it is important to introduce the Business Administration Students to real value-creating work and to the virtual economy and its behavior and mechanism.







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