
Abstracts

The future of Hungary based on experts' forecasts and not on experts' opinion

ERZSÉBET NOVÁKY

The study presents the results of the research project, „Hungary 2025” made on the request of the Hungarian Academy of Sciences, between 2007-2008. Three methodological principles of the modern futures studies, such as complexity, participativity, alternativity are used. Hopes and fears of experts are presented for some future-sensitive fields. Four scenarios are elaborated based on the opinions of millennium generation for the future. Searching the interconnection between experts' foresights and non experts' opinions gives a solid base for developing future alternatives and strategies for Hungary up to 2025.

Keywords: complexity, participativity, alternativity, alternative scenarios, future alternatives.

JEL codes: E60, C53

Economic Ethnocentrism and Ethnic Consumption among Hungarians in Transylvania

ZSOMBOR CSATA – ATTILA DEÁK

One of the popular topics of economic sociology in the last few decades is the economic cooperation among various ethnic groups, the relationship between ethnicity and economic behavior. However, research of this phenomenon is almost nonexistent in Romania. In this article the authors present some aspects of economic behavior of ethnic Hungarians in Transylvania and seek answers to the following questions: to what extent can we talk about economic ethnocentrism among Hungarians in Romania, in what type of economic transactions does it occur and which are the social groups where its presence is more intense. The results demonstrate the existence of eco-

nomic ethnocentrism among Hungarians and show that it is connected to the lack of confidence in Romanians, the intensity of relations with the majority population and to the ethnic composition of the locality where they live.

Keywords: economic ethnocentrism, ethical consumption, sociology of consumption, trust, moral economy, interethnic relations, Romania

JEL codes: A14, J15, Z13

About the country branding of Romania

VANDA POÓSZ – ZSUZSA PÁL

The country image and the image building activities are in the focus in these days. This paper provides a short literature review of the country image concept and its economical consequences. The authors try to carry out a clarified image-brand-branding relation, and try to summarize the elements which stay at the base of an image improving and country branding strategy. The paper also presents results of a shorter research about Romania's country image perceptions by the foreigners. The image of a country has an impact on many economical factors and processes, like the tourism politics, exporters' activities, attract foreign investors, and so on. In this paper we focused on the average people's perception which influences the tourism destination and the imported product choice.

Keywords: country image, country brand, branding

JEL Codes: M31, M37, M39
