
Abstracts

Regional science in Central Europe. Thoughts on the jubilee of the series on the regions of the Carpathian Basin

GYULA HORVÁTH

The present paper evaluates the regional research capacities of the countries of the former socialist block. It provides a picture of the historical antecedents of spatial research, the specifics of regional tasks to be resolved, the characteristics of the institutionalisation of regional science and its publication forums. As a conclusion, it summarises the presence of various criteria of regional science in the individual countries.

The positive and negative effects of processes shaping socio-economic spaces can be observed in the 20th century development of Central Europe, just as in other parts of the continent. Spatial aspects were also represented in the policies of past eras characterised by heterogeneous forms of state organisation. Spatial research was conducted within national borders, thus international professional cooperation – with the exception of Poland and Hungary – remained weak and occasional.

The preparations for EU accession provided a further impulse for the research and regional studies research groups flourished in all Central European countries at the beginning of the 21st century. The ample availability of factors which contribute to the identity of regional science as an autonomous discipline can be demonstrated in the two EU member countries, Poland and Hungary.

Finally the paper summarises specific features of the Hungarian regional science in Central Europe including its main research output, the book series entitled *The Regions of the Carpathian Basin*.

Keywords: regional science, territorial development, scientific journals, Central Europe, Carpathian Basin.

JEL classification: A12, B15, F63, O13, O52, P25, R58

Risk-return analysis of exchange traded funds
ENDRE CSORVÁSI – BÁLINT ZSOLT NAGY

This study analyzes one of today's most popular financial innovations, the exchange traded funds. We offer a snapshot of the returns and adjacent risks of certain funds, and briefly discuss the professional and academic debate about the possible relationships between these products and financial crises.

Keywords: exchange traded fund, return, risk, portfolio performance, synthetic products

JEL classification: F15; G15

**Cloud computing: challenges and opportunities for
small and medium-sized businesses**

MIHAI AVORNICULUI

The information technology based on cloud computing revolutionized both small and large firms' IT services. The study is centred on the opportunities and challenges provided by cloud computing for small and medium-sized enterprises. The majority of company managers still consider cloud services risky and not enough founded.

We review the concept and origin of cloud computing, then the different cloud computing systems, services, implementation types, and all the opportunities and challenges that small and medium-sized enterprises have to encounter. The purpose of this research is to provide managerial ideas for successful development, and also for how to avoid risks within cloud computing.

Keywords: cloud computing, small and medium-sized business, IT utility, cloud computing services, enterprise transformation

JEL classification: M15

**The art of community building: how Romanian nonprofit
organizations are using Facebook pages?**

LÓRÁNT ERŐS

This paper explores the use and application of Facebook among Romanian non-profit Organizations. The research questions guiding this study were: How do the Romanian NGOS apply/adapt the communica-

tion and community building strategy on their Facebook pages? What information do Romanian NGOs deliver through their Facebook page? Does the market extension affect the Facebook presence? This study employs content analysis to examine current uses of the 27 NGOs Facebook pages. I have analyzed the NGOs Facebook activity with a four-factor model (this model contains 31 test points). Based on 8-S framework of category for Facebook users only two organizations use extensively the possibilities offered by Facebook. Due to the lack of resources or time the majority of NGOs cannot pay attention continuously to their Facebook presence.

Keywords: online marketing, advertising, social media, Facebook marketing, non-profit organizations

JEL classification: M37
