
Abstracts

Country brand evaluation methods. The analysis of Romania's country brand value

MAGOR KÁDÁR

The study overviews the evaluation methods of country brands, such as Country Brand Index, Interbrands, Travel and Tourism Competitiveness Report and the Anholt Nation Brands Index and registers the interoperability of evaluation methods, pointing out their positive elements. Through the overview Romania and the Eastern-European countries evaluation and position are presented until 2013, comparing Romania's position to its peer countries as well as to its own past records and evolution. The closing chapter formulates a recommendation for the process of recreating and managing more efficiently the brand Romania.

Keywords: country brand, country brand evaluation, country brand index, strategic planning, branding, communication, economical and touristic values, development potential.

JEL classification: A12, B41, O21, R58, Y20.

Analysis of sovereign CDS spreads in case of some European countries

NOÉMI MARTON – ANNAMÁRIA BENYOVSZKI

The aim of the study is to test the cointegration relationship between the sovereign CDS spreads and the bond yield spreads in the 2008-2012 period. If there is a long run relationship between the prices in the two markets, we will analyze which market moves ahead of the other in terms of price discovery. We carry out our analysis for seven European countries, Further on, we examine whether international credit rating agencies' credit ratings are in accordance with the sovereign CDS spreads.

Keywords: sovereign CDS spread, bond yield spread, credit ratings, rating agencies.

JEL classification: F34, G14, G15, C23.

Factors influencing online shopping adoption of the ethnic Hungarian population in Romania

ZSUZSA SĂPLĂCAN – ZSOLT BERTALAN

The online environment has a huge impact on trade and provides new opportunities for the companies. At the same time, the consumers' behaviour is shaped by opportunities offered by information technology. The present research examined the online consumer behaviour of Hungarians in Romania. It investigates how Internet users perceive the online purchasing environment and what factors influence their attitudes and behaviour toward online shopping environment. The research has shown that perceived usefulness and convenience positively affect consumers' attitudes toward the use of online sales channels. In contrast, the perceived risks, such as product risk, delivery risk and privacy risk has a negative impact on online purchasing channel adoption.

Keywords: online shopping, consumer behaviour, attitude, risk, usefulness.

JEL classification: M31, O33.
