

## ABSTRACTS

Zoltán Biró A.

### ■ *Young Agrarian Entrepreneurs – Social Innovation*

Keywords: *agriculture, Szeklerland, youth, social innovation, modernization*

A new category of agrarian producers is emerging and increasingly strengthening in the Szeklerland in recent years, consisting mostly of young people. This generational change is associated with significant content change and innovation. As both the content and form of their activity can be regarded as new when compared to the context of the geographical region, it brings change not only in the agrarian sector, but also social innovation. This group has generated, through its own activity, an innovative content that could have effects reaching beyond the given sector, carrying the potential of a paradigm shift for the entire region. We cannot yet predict whether the appearance and activity of these innovative young agrarian operators will lead to modernization in the region, but there is the possibility for it. Hence, this small, but ever-growing group deserves greater professional and public attention than it currently receives from the regional political actors.

Botond Dániel

### ■ *The Social and Educational Background, Lifestyle and Future Plans of High-School Students Planning to Become Entrepreneurs*

Keywords: *high-school students, entrepreneurial spirit, future plans*

In our study, we examine the characteristics of high school students in a Transylvanian (Romania) micro-region – young people who plan to work as self-employed persons or entrepreneurs in the future. In addition to the degree of entrepreneurial spirit, we wish to identify how socio-familial and educational background, lifestyle and future plans of young people with entrepreneurial plans differ from those of the majority of students. The empirical basis of the research is a survey conducted in 6 high schools of the micro-region, completed by 1098 students.

Zsófia Gál

### ■ *In the Service of Religious Education: the Story of the Augusteum Catholic Kindergarten and Girls' School*

Keywords: *Augusteum, József Hirschler, Sándor Pápai, architecture, secession, school*

The aim of this study is to present the history of the Augusteum of Kolozsvár from the perspective of church politics and architectural history. This institution, established in the first half of the 19<sup>th</sup> century, has become one of the leading institutions of social care and later (women's) education in Transylvania. The educational institution was about to go bankrupt but was saved by vicar József Hirschler, who has reorganized it in 1907. The new school building was designed by Sándor Pápai, engineer of the Roman-Catholic Status.

Réka Geambaşu

### ■ *The Best of Two Worlds? Entrepreneurial Strategies Among Women with Small Children in Transylvania*

The paper aims to explore the reality and meanings of an emerging social category – that of “mompreneurs”. The central questions of the analysis are: what kind of entrepreneurial strategies are available for mothers with pre-school children; how and under what conditions do any of these strategies contribute to an improved quality of life or as many put it, to enjoying “the best of two worlds”. While maternal entrepreneurship is not in itself new, “mompreneurship” has recently become a socially legitimate and visible labour market strategy for mothers. Furthermore, an increasing number of “mompreneurial” networks and bottom-up initiatives has been set up for the past years worldwide. Quantitative data used in the paper were collected in 2018 through an online survey carried out among ethnic Hungarian maternal entrepreneurs living in Romania, with 224 respondents. The first part of the empirical section is a general description of the population, while the second, using cluster analysis, identifies 3 entrepreneurial strategies, among which two are specific for women with young children. The two strategies offer different solutions to mompreneurs' personal and professional needs.

Árpád Péter

■ ***About the Presence of Fantomatika Magazine in the Press: a Journey Between Zenith and Nadir of a Small Publishing Company***

Keywords: *Fantomatika, Stanislav Lem, small business, failure, press campaign*

In this article, the author analyses the media campaign of the company called Editura Fantomatika S.R.L., which in 2017 and 2018 published the first comic-themed sci-fi, in Hungarian, in Transylvania. The magazine was called *Fantomatika*, a word taken from Stanislav Lem. The publishing house was initially successful, the news of the publication appeared on countless press platforms, both in Hungary and in Transylvania. *Fantomatika* has received a very positive reception both from the specialized press and from the public. After intense searches, we have found only minor criticisms of the magazine and a great deal of praise. But despite this positive reception from the media, the magazine failed. It appeared in a total of 5 editions, three in 2017 and two issues in 2018. It is clear from the statements of the founders of the magazine that they sold an average of 700-800 copies of the magazine with a specific theme, and instead they would have needed 1500-2000 in order to continue appearing. Unfortunately, there are no detailed statistics that present the situation of the science-fiction themed market, but we can suspect that this literary (artistic) genre simply did not have enough clients to support the small business.

Ágnes Sárosi-Blága

■ ***How Do Young Farmers in the Szeklerland Define Themselves?***

Keywords: *agriculture, Szeklerland, farmers, self-definition, social innovation, narratives*

This paper analyses the issue of social innovation through self-definition narratives of young farmers in the Szeklerland. Agricultural enterprises that are innovative both in terms of activity and form of operation can be interpreted as social innovation. Obviously, social innovation is accompanied by a social challenge that affects not only young entrepreneurs but also the immediate environment. Due to this social challenge, attempts at self-justification and self-definition are frequent among innovative group members. Through the common elements in narratives, these actors can define themselves as a distinct social group. At the same time, self-definition narratives support the strengthening of innovative agricultural activities and the realization of associated modernization opportunities.

Szilárd Tussay

■ ***The Change of Direction of the IKE***

Keywords: *IKE, Hungarians, United States of America, diaspora, Lake Hope*

I have visited the United States of America five years ago for the first time. I still remember clearly the meetings I had, at which I have realised that the Hungarian community is facing very similar issues over the Atlantic Ocean. I went back this summer to Lake Hope, where the ITT-OTT summer camp is held, this time joined by my wife. We have talked about the work we are doing in Romania, through YMCA Transylvania (IKE). We had the possibility to present our biggest event yet, the "Change of Direction" Christian Youth Festival, where we had 2500 young participants in 2018. For the next period, we are ready to help the connection between the students and the domestic business area, which is the key for the preservation of the Hungarian community in Transylvania.