

Abstracts

Actors and Processes in the Economic Organizations of Contemporary Hungary

Katalin Füzér: Introduction

The short introduction outlines the topics and themes discussed in the present volume of *Replika*. In the era of work 4.0 and industry 4.0, economic success not only depends on resources of organizations but also on the cooperation between the members of the innovation ecosystem. The “organizational well-being” of participants in the innovation process is an important economic factor, and social sciences have developed standardized methods to scrutinize organizations from this perspective. The thematic issue presents an overview of the theoretical perspectives and empirical findings regarding the transformation of Hungarian economy.

Ákos Bodor – Katalin Füzér – László Szerb – Attila Varga: The Role of Social Capital in the Innovation Activity of Hungarian High-Growth Firms

Our article is a study on how the social capital profile of high-growth firms (widely regarded as fundamental to economic growth) and their innovation activity is related in contemporary Hungary. The social capital profile of “gazelles” is drawn along the lines of their diverse investment resources. We interpret the informal and formal investor connections of gazelles as manifestations of their bonding, bridging and linking social capital and investigate the correlations with innovation activities. Our results reveal a marked social capital profile for non-innovative Hungarian gazelles: all three types of social capital is available for them only to a minimal extent. The most innovative Hungarian gazelles possess a unique social capital profile: their dominant social capital is not bridging social capital, as typically found in the innovation literature, but linking social capital. Another group of fairly innovative Hungarian gazelles rely predominantly on bonding social capital.

Keywords: social capital, innovation, gazellas, Hungary

The paper examines the relevant value sets of individual entrepreneurs on a European scale. As both approaches – i. e. the perspective of Economics, which is interested in ideal entrepreneur mentalities, and of Sociology that takes entrepreneurs' ethically-morally significant roles into its main focus – are addressing epistemological and praxis-related aspects, this paper highlights the importance of values as ontological foundations to these features. From the various value-theories Shalom H. Schwartz's concept about Basic Human Values is applied as a framework. Schwartz distinguishes ten types of values, which are interrelated based on a twofold axes. The empirical part starts from the point of differentiating entrepreneur groups according to the individualistic values by cluster analysis. Then the collectivist values are invoked in order to draw up more comprehensive profiles about the primarily identified groups. Finally, additional variables contribute to the clarification of these profiles. As a main finding it should be stressed that there are two different entrepreneur groups according to their relevant value sets in Western and Northern Europe, and also in the Southern and Central-Eastern regions of the continent. In the former case one of these groups is motivated by innovations and it also supports social inclusion and progression, while the other rather prefers stability, respects the existing cultural references, and appreciates collective welfare. In the Southern and Central-Eastern regions, instead, both entrepreneur groups are more individualistic, while one of them moderately, the other even less inspired by innovations.

Keywords: values, Schwartz, entrepreneurs, European Social Survey

Kyra Tomay: (Re-)producing Bridging Social Capital: The Role of Urban and Rural Gentrification in the Entrepreneurial and Innovation Ecosystems

A high degree of social capital, especially bridging social capital, has a positive impact on economic growth – proven by many studies and authors – stimulating entrepreneurship and innovation, thus favouring the development of an entrepreneurial ecosystem. On the other hand, gentrification, i. e. the appreciation of certain urban areas and the concentration of the creative middle class, and later on the upper-middle class in these places, has been a leading research field for urban sociology for decades. This research trend has recently emerged in rural sociology as well. The purpose of this study is to combine these two phenomena and to examine how gentrification works. The paper examines the effects of gentrification, whether the clustering of a creative (artist, intellectual) population and the informal interactions with each other and with the upper middle classes in a certain part of the city or a small village helps rebuild bridging social capital and whether this may be a contributing factor in the growth of innovation and development of business in these areas. Considering that empirical research on this topic has not been conducted, the present paper outlines a conceptual framework for a potential research by merging the literature of different theoretical and research directions.

Keywords: social capital, bridging social capital, gentrification, rural gentrification, entrepreneurial and innovation ecosystem

This paper summarizes the results of previous and newer researches on lifestyle-based segmentation. These became popular in the marketing community in the previous decades. Probably the most important value of this approach is that it provides “hands on” outputs for marketing managers with an overview of the population’s mode of living and its differences. However, how marketers handle this approach differs from how it is generally applied in sociology. We believe that it is important to identify lifestyle-segments in current societies from time to time, but interest in this research field has fluctuated in recent years. We conducted several lifestyle-based researches in different situations, but this is the first one where digitalization played a significant role in the analysis. This is probably not that surprising especially today, but the novelty of our approach stems from the fact that we built on the conceptual framework we developed in 2003 and published as the Lifestyle Inspiration model. This applies two dimensions: the value orientation and the pace of life, where the latter one was (and perhaps still is) a novelty in the literature. Value orientation has been measured by the construct of Schwartz, while we developed and validated the set of attitude scales for measuring pace of life. We are still analyzing the results of our latest survey but it can be already stated that there are significant changes in the lifestyle of the Hungarian population compared to the previous decade.

Keywords: lifestyle, lifestyle research, marketing, consumption

Krisztina Csókási – Szabolcs Bandi – László Nagy – Bernadette Péley – András Láng: Basic Psychological Needs as Predictors of Work-related Well-being and Organizational Commitment

Self-determination theory argues that optimal human functioning and well-being require the satisfaction of the intrinsic needs for competence, autonomy and relatedness. Our aim was to examine the positive effect of the satisfaction of basic psychological needs on employee well-being and organizational commitment in samples of Hungarian employees. In our cross-sectional, questionnaire-based studies participants (N= 65 and 103) completed the Basic Psychological Need Satisfaction at Work Scale, and measures of flow experience at work, job satisfaction (in Study 1) and affective, cognitive and evaluative organizational commitment (in Study 2). Using multiple linear regression, flow experience was predicted by older age and higher satisfaction of autonomy; and general job satisfaction was predicted by the satisfaction of need for autonomy. In Study 2, organizational commitment was predicted by higher job position and satisfaction of basic psychological needs (primarily need for relatedness). Our results highlight the importance of developing workplace interventions designed to provide support for satisfaction of basic psychological needs.

Keywords: autonomy, competence, relatedness, employee well-being, organizational commitment

Machiavellianism, subclinical narcissism and subclinical psychopathy, collectively known as the Dark Triad of personality is in the focus of scientific interest nowadays. In the last two decades, several studies were published on the field of organizational psychology about the work related correlates (like career choice, work attitudes, work-related success, leadership style) of the dark personality traits. The aim of the current study is to examine the relationship between the dark triad and some work-related outcomes. Using a Hungarian employed adult sample (N=1350) we investigated the association of the Dark Triad personality traits (measured by the Short Dark Triad questionnaire, SD3) with some (work-related) demographic data. Our results showed that the three dark traits are positively related to one other. It is also true for all of the dark triad scales that men score higher on them than women. According to the work-related correlates, on the higher levels of the corporate hierarchy we found higher scores on all of the dark triad traits. Controlling to the age of the participants, subclinical narcissism showed positive relationship with the frequency of job changes along the career. This study confirmed the relationship between dark triad traits, corporate position and workplace turnover in the Hungarian context.

Keywords: dark triad, Machiavellianism, subclinical narcissism, subclinical psychopathy, work-related success

Péter Restás – Zsolt Péter Szabó – Andrea Czibor: Psychological Antecedents of Employee Turnover

The aim of our article is to present a Hungarian review about the phenomena of employee turnover. This is a well-researched topic in the field of organizational psychology, however, Hungarian literature on the topic is almost none existent. We think that this kind of review may inspire Hungarian researchers. Our review divides the literature into four sections. Section one is about personal factors: these factors explain employee turnover in terms of personal attitude, competence, personal life, commitment, and satisfaction. Section two highlights the organizational factors. These aspects of organizational life cannot be controlled by employees, nevertheless they play a crucial role at the workplace. Aspects like organizational culture and organizational climate, HR practices and leadership style are listed here. Section three contains the social factors of employee turnover. These factors are created by the everyday interactions between employees and they shape the organization as well as the psychological processes of employees. We define workplaces here as social networks which by their everyday workings create social capital: a specific resource organizations possess. Also, we outline the impact of organizational identification on employee turnover. Section four is about the personal and organizational consequences of employee turnover. What is the price organizations and employees pay when leaving the workplace. Based on the literature review, we define employee turnover as the consequence of the psychological relationship between employee and its workplace. We suggest that workplaces should put an emphasis on strengthening this relationship in order to keep their employees around for a long time.

Keywords: employee turnover, employee retention, employee-workplace relationship, review

Men and women face different challenges in the labor market, especially while competing for leadership positions. Women are still underrepresented in managerial positions, while at lower levels of the organization and in specific groups of professions they are overrepresented. There is a frequent argument to explain how leadership skills vary between men and women. The paper presents a theoretical overview on the evolution of different leadership theories over the past hundred years. Transformational leadership style is emphasized. Not only because it is considered popular and successful in modern corporate environment, but because it carries numerous feminine attributes. Also, several researches point out the fact that it is applied mostly by female leaders. We contrast those research results that emphasize similarities in male and female leaders' leadership toolkit with those that emphasize differences. Finally, we discuss some researches that – instead of focusing on gender differences – draw attention on mediating variables, such as age, qualifications or, for example, the dominant features of organizational culture.

Keywords: Leadership, Gender Differences, Transformal Leadership, Organizational Psychology, Leadership Theories

