

Ludovika – University of Public Service, Hungary

**Critical Rethinking of Public
Administration**

April 08, 2022

Budapest, Hungary

**BOOK OF ABSTRACTS
2022**



Critical Rethinking of Public Administration



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Public Administration I.

Data management and challenges in the public sector

Session: Public Administration I. Data management and challenges in the public sector

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21st century data management in public administration in Europe

With the constant changes, globalisation drives rapid technological development, one of the main elements of which is the management and efficient use of 'big data'. At present, information and modern solutions for data sharing are the most important resources of economic operators, its security is of paramount importance to reduce significant risk.

My study focuses on the following areas:

- What are the benefits of globalisation and what are the risks for the public administration?
- What solutions does the European Union envisage with the "block-chain" technology chosen for the strategy?
- How can known new technologies help to be in line with General Data Protection Rules and do these comply with current regulations?

My research drives me to answer the above by analyzing the advantages and disadvantages of "big data" and "block-chain" technology, the possibilities of use and expected results, taking into account the known shortcomings. It also presents the European Union's programme and strategy for data management in public administration. Through the examination of the block-chain strategy, this clarifies the process for which the European Union can secure the management of shared data. After summarising the study, it formulates a firm basis to which includes recommendations based on conclusions and findings.

Keywords: technology, public administration, blockchain, information handling and sharing, security

Session: Public Administration I. Data management and challenges in the public sector

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Technology transfer office: Efficiency in a changing environment

The increasing demand for a highly skilled workforce, with rapid technological change and the impact of the globalisation has changed the role of higher education. The ever-changing macro and microenvironment have also had an influence on the roles of higher education institutions and technology transfer. The technology transfer office operates as an interfacing point between higher education institution research community and its exterior cooperation parties, interested parties and sponsoring parties. The effectiveness of the organisation will have a straightforward impact on the success of technology transfer and commercialisation initiatives and the reputation of the institution. This paper uses a questionnaire methodology in higher education institutions in Latin American and European countries to research the effective methodical solutions for technology transfer office in terms of functional, organisational, information system and regulations to enable, to empower the relations between high educations and ecosystem in a changing environment. At the end, the findings of the framework will be provided.

Keywords: technology transfer office, higher education institution, changing environment, effective methodical solutions, ecosystem

Session: Public Administration I. Data management and challenges in the public sector

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Data protection provided by Hungarian public administration (NAIH) in comparison with Giovanni Buttarelli's (EDPS) vision on the future of privacy in the European Union

European Data Protection Supervisor (EDPS) Giovanni Buttarelli's posthumous manifesto, 'Privacy 2030: A New Vision for Europe', places data protection in a global context. In his view, a digital underclass has emerged with members who have no access to the necessary informations to understand the logic of the algorithmic decisions affecting them and their privacy. Competition and data protection authorities within the EU cooperate and share their informations about their investigations. While data maximisation is clearly unsustainable from an environmental perspective, within the EU, data minimisation is a core principle of data protection law. Personal data should serve the public interest of state and society rather than private companies based mostly in the US and China.

In case of its proper enforcement, GDPR may be an effective tool of transparent data processing in the EU and can serve as a model for the rest of the world. Enforcement is duty of the member states' authorities. Therefore, Buttarelli's views and Hungarian data protection's legal tools are worth a comparative analysis.

Keywords: data protection, GDPR, public administration, privacy, European Union

Session: Public Administration I. Data management and challenges in the public sector

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How Quality Management Contribute to Digital Transformation in Public Sector

Nowadays, government organizations need to follow the quality standard to improve performance and service delivery. Additionally, digital transformation is also transforming services, processes, and performances of the public sector. Thus, it raises a question on how quality management could benefit digitalization efforts and adapt in the era of digital technologies. However, the extant literature focuses on the practice of quality management and the antecedent of digital transformation from the context of a private organization, rarely from public sector perspectives. Therefore, this research seeks to understand and identify the core elements in quality management that can be applied in a public organization to propel in digital transformation. The analysis was conducted based on the review of relevant papers published in this field. A deductive thematic analysis was employed to identify appropriate themes for this study. The findings indicate that the fundamental elements in quality management are vital for public organization's digitalisation initiatives. The study provides novel and relevant insights to assist governmental organizations in planning and carrying out digital transformation.

Keywords: quality management, digital transformation, public sector, review, thematic analysis

Session: Public Administration I. Data management and challenges in the public sector

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The conceptual framework for transparency in government platforms - old expectations in a new role?¹

Nowadays, government platforms have to meet a number of requirements. The source of these requirements is not just a set of legal requirements, but rather a set of social and technological expectations that make these systems accessible, usable and meaningful.

This lecture will attempt to present the key cornerstones of transparency in government platforms, including the most important practical considerations and good practices related to these platforms. The results of the research accompanying the presentation will show that they can have a significant impact on citizen trust, active participation and compliance.

In order to outline the conceptual framework, I will also review expectations from international organisations that may contain relevant requirements for governance platforms, but also focus on a critical review of societal expectations and relevant literature.

The central focus of the presentation will be on transparency: at the heart of the concept will be the factors that come into play when thinking about how to design and implement a transparent government platform.

Keywords: transparency, government platforms, e-government, communication culture, intermediaries

¹ The lecture supported by the ÚNKP-21-4-I, New National Excellence Program of the Ministry for Innovation and Technology from the source of the National Research, Development and Innovation Fund.

Public Administration II.

Intersections: public administration science and research

Session: Public Administration II. Intersections: public administration science and research

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State of Public Administration research in the Visegrad countries

Public administration science as a discipline has a variety of interpretations in European countries, which can be found at the intersection of three traditional disciplines: law, public policy and management. This study aims to focus on the current state of art in PA science in the Central European region, such as the Visegrad countries (including the Czech Republic, Poland, Hungary and Slovakia), as it came to forefront only after the democratic transition of these countries. The present study undertakes a bibliometric analysis of the publications in the field of public administration in these countries within the period 2011-2020. The publications studied were indexed in the Scopus citation database and the tools used for the analysis were the SciVal research intelligence platform and the vosViewer bibliometric analysis software. The results show the different orientations, with Hungarian and Polish authors approaching the discipline from a legal perspective, while Czech and Slovak authors from a management perspective. Regional journals and conference publications dominate in terms of publication venues. In terms of co-authorship, regional partners also stand out, while cooperation with Western European countries takes the form of fewer but better cited publications.

Keywords: Visegrad countries, public administration science, bibliometrics, Scopus, SciVal, vosViewer

Session: Public Administration II. Intersections: public administration science and research

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The place of the University of Public Service in Hungarian higher education competition

In the last months of 2021, analyses of Hungarian higher education institutions based on specific criteria were published again. Higher education rankings are a tool for higher education policy in Hungary, although no "official" national higher education ranking is produced. In addition to their fundamental effects, rankings have a significant marketing value for individual Higher Education Institutions (HEI) due to their media impact and contribute to the development of the prestige of individual HEIs. On the other hand, harmful publicity damages institutions' image and general appearance for institutions that do not perform well in the rankings. My research aims to examine the position of the University of Public Service (UPS) in the rankings of higher education institutions published in the national context.

Only a few media market players in Hungary publish university rankings, usually annually, as a separate issue. In my presentation, I will mainly focus on the rankings published in a special issue of HVG, with a particular focus on the UPS. My paper will provide an overview of the position of domestic higher education policy in the system of sectoral policies and a summary of the development and history of the UPS. I will then compare the performance of the UPS with the various law faculties in Hungary by analysing the HVG rankings of higher education published in recent years.

My presentation will explore the criteria used to produce this ranking using data analysis methodology. In the case of the HVG, two types of excellence indicator groups can be identified. Based on the year-on-year variation of the data, I show where the UPS falls behind other institutions and where further changes can be made to improve its rankings. The presentation will also consider the areas where ranking can have a positive or negative impact. As a result of the research, the proposed measures to achieve better rankings and their expected impact will be identified.

Keywords: higher education, competitiveness, UPS, rankings

Session: Public Administration II. Intersections: public administration science and research

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Rethinking the Role of Universities in The Context of Academic Freedom: Abolition of University Rector Elections and Dismissals of Academics in Turkey

In this study, it will be tried to shed light on the policies pursued against university autonomy and academic freedom, which continued during the AKP era in Turkey, especially after 2016. On January 11, 2016, 1128 academics signed the "Declaration of Academics for Peace". This is a statement calling for an end to the curfews and violence during the conflict and operations that took place in Turkey as part of the Turkey-PKK conflict in 2015-16. However, this declaration has made both universities and academics the target of the government. After the coup attempt of 15 July 2016, a state of emergency was declared in Turkey. Thereafter, the university rector elections were abolished and many academics who signed the peace declaration were expelled from universities by decrees.

The most important issue for universities to become a target is that they have the power to threaten the government as autonomous institutions. On the other hand, university autonomy is possible only when the state recognizes it. University autonomy is what is needed as something that guarantees academic freedom. In other words, we need a university as a legal entity that enables us to have the power to freely realize our academic interests.

Keywords: academic freedom, university autonomy, academics for peace, state of emergency, dismissal

Public Administration III.

Innovation, public administration and public institutions

Session: Public Administration III. Innovation, public administration and public institutions

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Rethinking The Legal Institution of Indignity Among The Staff of The Hungarian Public Administration

The aim of the study is to rethink the legal institution of indignity among the staff of the Hungarian public administration, given that this concept does not have the same meaning in the case of persons holding various positions or serving in the administrative apparatus. It has a different meaning for a local government representative and a civil servant or government official.

In light of this, the study first examines the organizational structure of public administration using a doctrinal research methodology, followed by the categories and composition of the staff of the administration in accordance with the rules applicable to them.

Knowing all this, it is possible to take stock of the differences in the rules of indignity, the possible reasons for this, and to conclude whether it is appropriate to regulate differently for certain actors in the administration and whether it would be more appropriate to define a general concept of indignity.

Keywords: indignity, local government representatives, civil servant, government official, public administration.

Session: Public Administration III. Innovation, public administration and public institutions

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New Horizon in public administration

The project New Horizon was proposed by the Country Council of Arad and has the main target optimization of tourism whit the synchronization of the digital trends. Thus, the main cultural objectives will be updated whit the help of the QR code. The benefits of this initiative that we can mention are: increase the visibility of the countryside and the city; international promotion; bring the cultural heritage near the people; tourism information available 24/7; increases the value of the socio-economical at the cultural heritages i.e. Arad have strong cultural heritage from a remarkable history evolution. The old cultural-linguistic community has left its mark in a very significant way that helps today's development in the economic and social field. The euro-region DKMT (DANUBE-KRIS-MURES-TISA) is a valuable area in Central Europe. Whit the numerous developments of the European project, DKMT has been distinguished in protecting the historical and cultural heritage.

Keywords: DKMT, cultural heritage, QR code, public administration

Session: Public Administration III. Innovation, public administration and public institutions

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Presentation of country brand indexes: introducing the good transylvanian regional index

The core idea of this research is the marketing activity of a specific region, and the results which can be generated and measured on a numerical scale. In order to be able to identify these aspects, first we have to introduce the terms of country image and country marketing into our discussion. It is important to know these processes, the different possibilities, and the circle of the influenced areas. It is vital to be able to define the concept of country image, and to bring its theoretical aspects in highlight.

For the last period, a lot of new scientific literature has the goal to approach and study the development of the idea of country image, which tends to be an internationally recognized concept, which provides us the potential to study it, and to be able to measure its success.

Besides the facts mentioned before, it is important to highlight the fact, that the term of "country image" can get synonyms, such as Place Image, Country Brand, etc., depending on what kind of processes led to its conception. Based on (Jenes, 2012), the term of Country Brand, when it appeared, it became a new and more complex approach of the subject.

Through this article I will try to highlight the more important research results in the theme of Country Image, trying to highlight the relevant topics, important for my final thesis. I will try to experiment to put in context the gathered information, with the defined goal to go through the regional branding – related aspects, by putting in contrast with the subject of country brand. I would try to find solutions, through which the results are measurable and quantifiable

Keywords: country brand indexes, Transylvania, marketing, country image

Session: Public Administration III. Innovation, public administration and public institutions

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Challenges and Achievements of health care reform using Community-Based Health Insurance in Ethiopia

As part of HCFS, the Ethiopian government has introduced Community-based health insurance which is focusing on saving people from unexpected health costs and reducing the number of people dependent on out-of-pocket payments and domestic financial resources for health and achieving UHC. The aim of this paper is to examine the challenges and achievements of health care reform using community-based health insurance in Ethiopia using secondary sources. Since 2014, coverage of CBHI woreda has been increasing, eventually going from 161 in 2014 to 827 (of which 770 launched) in 2020. In 2012, the percentage of indigent active members was roughly around 20%. The following are the major challenges affecting the development of CBHI in Ethiopia: CBHI is not able to cover reimbursement costs for health facilities; lack of political commitment, a shortage of basic health facilities, shortage of primary medicine, a Low schemes and Poor data management of the members of the CBHI. In order to overcome the above challenges and make the CBHI performance sustainable, actions such as planning and executing a multi-stage pooling strategy, enhancing and promoting the role of political commitment through focusing on the specific goals of the CBHI, working with different stakeholders and partners.

Keywords: health care reform, CBHI, implementation, achievements, Ethiopia

International Studies I.
Crisis waves and migration

Session: International Studies I. Crisis waves and migration

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Germany's position in the European Union (EU) during the waves of EU's crises from an identity point of view²

This research examines the Germany's position in formulating solution mechanisms to the recently experienced crises of the EU from an identity point of view. Within this context, the literature mostly refers to Germany's normalization process through attributing as a 'reluctant hegemon'. Yet, it fails to concretely handle the issue from socio-psychological perspectives. The traditional theories of European integration namely, liberal intergovernmentalism by Moravcsik and neo-functionalism by Haas have no emphasis on identity politics. Moreover, they have partially failed to explain the euro and refugee crises. Post-functionalist theory recently developed by Hooghe and Marks gives priority to factors of 'identity' and 'the mass public opinion' while explaining the European integration process. It argues that there has been a recent shift from 'permissive consensus' to 'constraining dissensus' within the European public would have supposedly posed a certain restriction for further deepening of the European integration process. Therefore, it does not offer a plausible account for the Euro crisis which resulted in the deepening of the fiscal integration despite the asserted shift within the European public. Thus, there is a gap in the literature in terms of explaining the European integration process and its setbacks by taking identity politics into account through keeping social psychological factors in mind. Through linking Germany's unique position in generating solution mechanisms to the crises on the nexus of the social psychological factors, this research aims to contribute to social psychological knowledge of the European integration process.

Keywords: European Union, crises, identity, European integration

² The present publication is the outcome of the project „From Talent to Young Researcher project aimed at activities supporting the research career model in higher education”, identifier EFOP-3.6.3-VEKOP-16-2017-00007 co-supported by the European Union, Hungary and the European Social Fund.

Session: International Studies I. Crisis waves and migration

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Dissenters March: Russian Migration Trends and Forecasts

Russian migration has been constantly rising since 2010, reaching new peaks of the curves. This sometimes latent migration has been called the fifth wave of migration. Unlike the previous four, it did not have a pronounced motive, except for targeted events, such as the global financial crisis, the Russian protests of 2010-2013, the Crimean crisis in 2014. In 2019, the emigration trend began to decline. In 2022, migration received a new round due to the Ukrainian crisis. In addition to Ukrainian refugees, Russians can also be noted among the migrants, who left the country due to political disagreement. The paper analyzes the features of this turn and tries to build a forecasting model based on a comparison of existing data.

Keywords: global migration, Russian-Ukrainian crisis, migration crisis, push and pull factors, Russian migration.

Session: International Studies I. Crisis waves and migration

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The EU's Regional Refugees Approach: A Promising, yet, Contesting Approach

The European Union (EU) has drawn on its forced migration policy in the Middle East as a method of region-building that sets resilience as the "Governing Rationale" to respond to crises. The Central theme of resilience is keeping the refugees near home instead of flowing to Europe. This approach might be a promising approach, yet, it has contesting effects. In the absence of adequate resources, resilience building may exacerbate the economic, political and social vulnerabilities already existing in these country hosts. In addition, resilience does not seem to put an end to those refugees' suffering; many difficulties regarding their medical care and labor still exist. This in turn leads to a level of mobilization to demand better services, which could ultimately turn to violent riots that endanger the security of these states. Hence, resilience may seem jeopardizing rather than safeguarding the security of these hosts. However, building on the case of displacement from Syria, the article targets the EU's refugee approach in its neighborhood, and employs in-depth analysis for the EU's refugee cooperation with Jordan, one of the key regional hosts to argue that there might be challenges related to resilience, however, the EU and Jordan are working to tackle these challenges. They are doing that by trying to keep a balance between refugees and local communities, and enhancing their capacities. More importantly, resilience's role in preserving Jordan's economic, social stability and social cohesion, makes it a better approach than providing humanitarian assistance.

Keywords: migration policy; region-building initiative; resilience; security; the Syrian refugee crisis.

Session: International Studies I. Crisis waves and migration

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Assessing the EU Readiness to Handle the Ukraine Refugees: Big Data, Movement Mapping and Migration Law Framework

Russia has invaded Ukraine on 24 February 2022. Until 15 March 2022 more than 3 million people have fled Ukraine, to the nearest border. Most of them are also looking for “online” help. In fact, Ukraine has 25.7 million active social media users counted till January 2021. Twitter as the most popular platform, briefly informed about the next migration challenges which may face by the European Union (EU). This research analyzed 7171 tweets, with the #immigration hashtag obtained 07 March 2022 by using the Social Network Analysis (SNA), performed with the NodeXL and Gephi software. The first finding, most of the public opinion are led by politicians, activist, and ordinary people to stop the war, which shaped the direction of the public administration in refugees handling. The second finding, the hashtag, such as #ukraine, #visaforukrainan, successfully influence the EU parliaments to simplify the immigration procedures, proved by 3669 users who have positive, 2360 negative, and 9 angry sentiments. The third finding, the EU treated the refugees too far by following the public interest, which potentially violated the 1951 Refugees Convention and Common European Asylum System (CEAS), for the solution, the EU will have reactivated the Temporary Protective Directive which was introduced in 1990.

Keywords: Ukraine, European Union (EU), Refugees, Immigration Law, Social Network Analysis (SNA),

Session: International Studies I. Crisis waves and migration

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Collective Securitization of the European Union

This study aims to observe the collective securitization on the European Union (EU) level through the immigration crisis which the EU Member States are facing. Since the start of the immigration crisis, EU is taking steps to counter and control the overflow of refugees, immigrants and asylum seekers from Middle East and Africa. This study analyses the implementations of collective security of EU with taken directives and policies (CSDP, CFSP and the transformation of FRONTEX) while defining the narrative building of securitization over decision making structure of the EU. Throughout this presentation the Securitization Theory of Copenhagen School is used to be a framework for the collective securitization process. Furthermore, to define the EU's resilience and competence over such collective securitization building also reflects a great potential for additional discussions over the research as well as pushing the boundaries for further study.

Keywords: collective securitization, EU, politics, security governance, international studies

International Studies II.
International relations, diplomacy

Session: International Studies II. International relations, diplomacy

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The impact of Brexit on the Domain names industry

On 31st January 2020. the United Kingdom formally left the EU. Observing this day, a transition duration that briefly had off any improvements began where the UK and the EU could negotiate their relationship after Brexit. It is due to end up on 31st December 2020.

The UK's leave from the EU has cued a series of problems, yet one question specifically needs to be answered on the internet businesses today: what happens to .EU domain name in the UK? The UK's exit coming from the European Union possesses motivated a series of concerns, but one question is specifically pertinent for internet services: what happens to .EU domain enrolled in the UK? In this context, in line with this, EURid, the prime registry, deals with the .EU domain has launched a Brexit notice pertaining how the .EU governing platform will certainly transform as the UK's exit enters impact. The .EU Brexit notice conditions that individuals and institutions out of the EU territory will no longer be qualified to register or even renew .EU domain after the UK's drawback time. This paper will explain how Brexit will change the balance power between the EU and UK over domain industry.

Keywords: Brexit, domain names, UK, EU, EURid.

Session: International Studies II. International relations, diplomacy

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Abuse of diplomatic immunity in diplomatic relations

This study examines the abuse of diplomatic immunity and privileges. This study further gives an analysis of the Vienna Convention on Diplomatic Relations which has been ratified by many states. The Convention is established to govern diplomatic relations. The study establishes the fact that diplomacy has been in existence before the adoption of the VCDR. The study notes the fact that the provisions in the VCDR have contributed to the abuse of diplomatic immunity and privileges. The hierarchy of norms is also brought into the limelight as to whether the immunity granted to a diplomatic agent should be giving paramount interest to the human rights of the citizens of the host state.

Keywords: diplomacy,international relations,immunity

Session: International Studies II. International relations, diplomacy

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Addressing sustainable development in interregional forums: Evidence from the summits between the European Union and Latin America

The emergence of economic, political, social and health crises has brought to the forefront the fact that, in a globalized world, isolated states' responses are insufficient to face international challenges. Cooperative action, not only between states but also between regions, has become crucial. In this context, analyses at the interregional level contribute to understanding how relations among regional blocs influence the governance of global challenges such as sustainable development. A salient case is the relationship between the European Union and Latin America. This biregional partnership is characterized by its calling for multilateral cooperation as a way to find solutions to global issues. Therefore, this research aims to analyse how sustainable development has been understood and addressed in the framework of the biregional dialogue between the European Union and Latin America. Considering that the most important space of dialogue is the biregional summits, content qualitative analysis is applied to the summits declarations aiming to examine the evolution of the biregional agenda as well as the changes in its objectives and commitments regarding sustainability. The expected result is a longitudinal analysis of the biregional approach towards sustainable development that offers new empirical data to the study of this phenomenon.

Keywords: sustainable development, interregionalism, European Union, Latin America, multilateral cooperation

Economics I.

Global economic challenges

Session: Economics I. Global economic challenges

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Smallholder Cocoa Farmers Transaction Costs and Market Participation in Ghana.

The certainty of smallholder cocoa farmers in Ghana to enter the cocoa market are discouraged by high transaction costs. This study revealed measures to encourage and ensures commercialization of cocoa. Decision as to market participation and market proximity from cocoa farm was examined. A multi-stage sampling technique was used. The analysis shows 1% significant level of coefficients for farmers associations, farmers experience and local farmers showing direct effect on decision making as to market participation. Coefficients for smallholder cocoa farmers age and market proximity indicates 5% and 10% significant level respectively considering conditions of road from the farm with 1% significant level for cost of transportation showing indirect effect on decision making as to market participation. There is an indirect effect on distance to town proximity and distance from the farm proximity to the market with 5% significant level respectively as to market participation decision to sell off-farm. It is recommended that effective agricultural policies relating to cocoa marketing and rural development should be enforced to help lower transaction costs by increasing the number of cocoa market areas, creating market proximity, improving rural agricultural economy, and constructing a means of transportation for effective cocoa supply chain network from farm to market.

Keywords: Transaction Costs, Market Participation, Cocoa, Smallholder Farmers, Ghana

Session: Economics I. Global economic challenges

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Entrepreneurship Orientation and Firm Performance: The Mediating Effect of Dynamic Capability and Government Support to SME Businesses In Ghana

In this paper, we investigate the dimension of Entrepreneurship Orientation (EO) and its impact on Firm Performance (FP), recognizing the growth of SME business in an emerging economy in Ghana, a sub-Saharan Africa country. We obtain data from selected businesses of Small and Medium Enterprises (SME) from five regions of the country. Using Structural Equation Model (SEM) to assess the suggested model, the paper examines the effect of Entrepreneurship Orientation on Firm Performance and measures the mediating role of Dynamic Capability on Firm Performance. Also, Government Support is used to determine the moderating role in-between dynamic Capabilities and Firm Performance. We find evidence of positive link on the relationship between EO–Firm Performance. Interestingly, it provides both practical and theoretical contributions to the concept of entrepreneurship orientation in the management literature by highlighting the extent to which the study of the concept has relevance to the Ghanaian context.

Keywords: entrepreneurship orientation, firm performance, dynamic capability, government support, sme in ghana

Session: Economics I. Global economic challenges

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The Impact of peer pressure and influencer marketing on purchase decisions

Due to the multidisciplinary nature of my doctoral dissertation, I started this research by examining several disciplines. My main research topic is Marketing for Generation Z. As I researched for my dissertation, I set up a new model basis of which can be found in SEM. My model is used for measuring the attitude towards online shopping for Gen Z. There are two parts of it: The first one is the psychological factors and the other one is the marketing factors. For the psychological factors I'm studying peer pressure, one's need to belong somewhere and influencer marketing. The marketing factors are the dependability of the website, the quality of an ad and responsiveness of an app or website. Qualitative research was conducted by me on the University of Miskolc, Faculty of Economics shows that the psychological factors are more important in the attitude when it comes to online shopping. The results were clear: The "younger" part of Gen Z was more prone to the effects of influencer marketing than the "older" part of Gen Z. Another aspect which I was not aware of in my research is the factor of subcultural differences and one's need to be a part of a subculture.

Keywords: generational marketing, gen Z, psychological factors, subculture, influencer marketing

Session: Economics I. Global economic challenges

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Sustainability in the Hospitality industry in case of Hotel Chain using Management and Organizational Theory

The study then goes on to discuss the growing interest in corporate sustainability and provides an overview of academic research on the subject in the hotel chain industry literature. This study examines how sustainability issues effect in the hospitality industry in case of the Hotel Chain and also discusses how to make the hotel chain sustainable. The purpose of this study is to examine the essence of hotel chains from two separate perspectives, which are the sources of their competitive advantage i.e., Resource-Based Theory and Transaction Cost Theory. In this regard, the first contribution made to literature by this study is the creation of a model to illustrate the comparative performance of hotels integrated into various types of chain relative to independent hotels. To do so, the core tenets of the theory of Resource-Based view (Barney, 1991) and transaction costs (Williamson, 1975) are reviewed as they relate to the deciding factors or sources of competition of chain affiliation, grouping them into cost and strategic factors.

Keywords: Hotel Chain, sustainability, corporate social responsibility, resource-based theory, transaction cost theory

Session: Economics I. Global economic challenges

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A Picture of the Results of the China-US Economic and Trade Friction

Since it took office in 2017, the new US administration has threatened additional tariffs and other measures and provoked frequent economic and trade friction with its major trading partners. In response to the economic and trade friction unilaterally initiated by the US since March 2018, China has had to take forceful measures to defend the interests of the nation and its people. At the same time, committed to resolving disputes through dialogue and consultation, China has engaged in multiple rounds of economic and trade consultations with the US in an effort to stabilize the bilateral commercial relationship. China's position has been consistent and clear – that cooperation serves the interests of the two countries, that conflict can only hurt both, and that cooperation is the only correct choice for both sides. Concerning their differences and frictions on the economic and trade front, China is willing to work together with the US to find solutions, and to reach a mutually beneficial and win-win agreement. However, this paper aims to provide a picture of the results of the China-US economic and trade friction provoked by the US.

Keywords: trade, friction, economic, trumpeting, tariff

Economics II.

Taxation and digital finance

Session: Economics II. Taxation and digital finance

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Public Law Regulations of Electronic Payment and Protections

The most important main risks facing the work of electronic banks are the risks that threaten the conduct of banking and financial operations in various countries of the world.

The greater growth in the operations and activities of electronic banks has created new problems for banks and responsible authorities in the context of the lack of management and bank officials to qualify, and sufficient practice to keep pace with the rapid technological progress.

In addition to, the high possibility of fraud, deception, and fraud on open networks such as the Internet, due to the absence of traditional practices that are used to ensure the identity and legitimacy of the customer. It should be noted that electronic payment methods appeared in conjunction with the emergence of e-commerce and became one of its components and completed its procedures.

This article aims to protect the electronic financial system of electronic banks and electronic operations from the risks facing electronic payment operations, follow up on the latest technical protection systems and protect against online fraud and money theft attacks, and review the regulatory legislation from the supervisory authorities. The Central Bank of Jordan.

Keywords: electronic risks, protections, electronic payment, cybercrime, frauds operations

Session: Economics II. Taxation and digital finance

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R&D tax expenditures in the EU countries: on the way to achieving consistency in public administration

Research and development (R&D) tax expenditures constitute a significant part of government support aimed at incentivizing private R&D spending. The evaluation of such support is crucial for each government as it allows to estimate the efficacy of R&D tax incentives and affects policy decisions. There are different methods and approaches in place which can be used by the governments to produce the estimates of R&D tax expenditures. The article investigates their advantages and disadvantages, the coverage of reporting on R&D tax expenditures in the EU countries and advises on its further development to achieve consistency in administration of R&D tax expenditures and evaluation of R&D tax incentive policy.

Keywords: tax expenditures, R&D tax incentives, evaluation of R&D tax expenditures, efficacy of R&D tax incentive policy, reporting R&D tax expenditures.

Session: Economics II. Taxation and digital finance

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The impact of bitcoins on economic criminal law

Globalization and increased volatility in virtual marketplaces have introduced a new sort of currency to society as a whole, namely cryptocurrencies, with bitcoins being the most popular. This new currency concept emerges in the global setting to liberate itself from financial institutions, allowing for direct transactions between users without the need for intermediation. In this regard, the present work aims to highlight the existing problem of cryptocurrency and economic criminal law. Thus, the goal is to explain the Bitcoin system and address its usage in money laundering crimes. The hypothetical-deductive technique is utilized for this, and therefore the notion of cryptocurrencies and the methods created in civil society are studied, allowing us to conclude that their use can result, in catastrophic circumstances, in the practice of crimes.

Keywords: economic criminal law; cryptocurrencies; money laundry; bitcoins; globalization

Trends in Political Sciences

Session: Trends in Political Sciences

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Risk management in a populist electoral autocracy: the Orbán regime and the COVID-19 pandemic

In my view, the concept of populism – understood as an autocratic interpretation of democracy and representation – could be not only dangerous for (pluralist) democracy (i.e. polyarchy) but it could play a key role in autocracies, especial in electoral autocracies, since these regimes are hold general elections and their power is built upon the alleged will of the people. Electoral autocracies may rely on populism and its core elements, namely on Manichean worldview, image of a homogeneous people, people-centrism and autocratic notion of representation. By using populism, it is possible for electoral autocracies to camouflage and even legitimise their autocratic trends and exercise of power behind the empty institutions of democratic façade. I argue that electoral autocrats tend to use the political logic of populism which could transform political contestation to a life-and-death struggle and provides quasi-democratic legitimation. In this study, firstly I outline briefly the model of populist electoral autocracy, and then, I illustrate this with a concrete empirical case, namely the responses of Orbán regime in Hungary to the first three wave (from March 2020 to June 2021) of COVID-19 pandemic.

Keywords: democracy, autocracy, populism, representation, legitimacy, Hungary, COVID-19

Session: Trends in Political Sciences

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Politicizing Civil Service Sector and its Consequence in Ethiopia

In Ethiopia, politics and the civil service sector are not working independently. The civil service sectors and their employees are working under the pressure of political masters. The purpose of the study was to assess the political influence on civil service sectors and its consequence in Ethiopia. In undertaking the study a concurrent nested design was employed. Four regions (Tigray, Oromia, Amhara, and SNNP) and one city administration (Addis Ababa) were taken for this study. Thus, it is a national study. Institutions which are vulnerable to political influence or have intimate relation with politicians were selected purposively. Therefore, the bureau of justice, bureau of civil service, bureau of urban development, bureau of finance and development, bureau of revenue, and bureau of education were selected. Furthermore, the federal attorney general, ministry of finance and development, ministry of revenue, civil service commission, and ministry of education were selected from federal using the same method. Questionnaire and interview were employed for data collection. Descriptive statistics was applied for data analysis. The finding revealed that the political influence on the public service is common in Ethiopia. The political influences on the public services are reflected through budget allocation, appointing higher position by the political party, conducting political party meetings in the public service offices and it is conducted in the working hours. Diverting the decision making, changing decision agenda, intervening in professional responsibility of experts are also reflections of the political interference. Furthermore, the members have got better education scholarship, job opportunity, and training with high incentive. Thus, civil servants obliged to become member of the political party and implement the political issues. The political influence is not only limited on the institutions but also seen on the civil servants. The political influence on the public sectors as well as civil servants is hampering the relationship between the civil servants and politicians. Politicians are exercising sometimes unlimited power that is beyond their delegated authority in the public sectors. Thus, they are disturbing the work of the civil service sector and civil servants using political influence. Finally, the political influence in the civil service sector harms all the activities of the public services. Therefore, the major effects are sluggish service delivery, job dissatisfaction, low work motive, low integrity, and performance, reluctance to join the public sector, limit transparency and accountability.

Key words: politicization, civil service, civil servants, independence, interference

Session: Trends in Political Sciences

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The Impact of Hungary's Government Populist Approach During the Migration Crisis on National Minorities

The migration crisis in Europe elevated rise of the populism not only in Hungary but in most of the European Union member states. Recent political events showed us that populism is on the rise in Hungary. During the migration crisis, the Hungarian government took a strong position against to humanitarian approach to the crisis. They believed that expanding security measures in the Union would be an effective way to resolve the crisis. This political approach influenced the growth of populism in Hungary, and Hungarian society, including national minorities. The first chapter of the paper will define populism in general and populism in Hungary. The second chapter will highlight the term national minorities and the current situation of national minorities in Hungary. And the last chapter of the research will contain an analysis of how the populist approach of the Hungarian government during the migration crisis impacted national minorities in Hungary.

Keywords: Hungary; populism; national minorities; migration; crisis

Session: Trends in Political Sciences

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The Impact of Neoliberalism on the Rise of Right Populism: the Case of Hungary

When the social and economic reasons of the rising right-wing populism in Europe after 1990 are examined, it is observed that there is a tendency towards social disintegration with negative effects such as impoverishment and income inequality which caused by the neoliberal economic policies. These neoliberal policies tried to ensure the continuity of the capitalist mode of production since 1980. In this study, the relationship between the rise of rising right-wing populism in Europe and neoliberal economic policies will be examined from various aspects. Although right-wing populism contains statements opposing neoliberal economic policies in its political discourse, however, it emerges as a natural result of the neoliberal policies in times of crisis. They aim to mobilize the public by appearing with the claim of “representing the people”. In this way, it is seen that right-wing populist leaders have gathered the support of the people enough to come to power in some countries. The relationship between right populism and neoliberalism will be discussed through the experience in Hungary which is the most obvious example in CEE where the impoverishment and income inequality caused by neoliberal economic policies are carried to the political arena through right populism.

Keywords: neoliberalism, right-wing, populism, Hungary, neoliberal policies

Session: Trends in Political Sciences

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Democratic Consolidation and Civil Society in Defective Democracies

The phases of democratic consolidation have evolved across time and place, widely dominated by institutional and legal norms. The origin of the proper functioning of these norms remains however largely underdiscussed and neglected. The attitudinal consolidation of properly functioning institutions and legal systems attract their roots from the forces of civil society and civic culture. The success of model democracies around the world cannot exclude praise to good functioning civil society organizations. The situation in the rest of the world however seems different as especially in developing countries, where civil society organizations continue to be persecuted and their influence on the democratic consolidation process is difficult to ascertain. The functional dependence of present-day civil society organizations on international aid and programs pitches doubts on their isolation and independence from external or internal influence.

This paper thus assesses the nature of civil society organizations in the developing world and its capacity to effect neutral and noticeable positive changes on democratic and economic consolidation in these defective democracies.

Keywords: civil society, democratic consolidation, neutrality, development.

Social Policies and Sociology

Session: Social Policies and Sociology

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Impact of female human capital on economic growth: Evidence from Central Asia

The sustained decline in fertility led to a decrease in the share of the young dependency ratio and increased the proportion of people in productive ages in Central Asian countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan). This process is known as a “demographic dividend” that provides an opportunity for accelerated economic growth. The magnitude of demographic benefit depends on the capacity of the economy to absorb additional labor force and can be materialized through providing job opportunities for the upcoming bulk of the economically active population, especially the female labor force. Our main goal is to analyze how the empowerment of women can contribute to the realization of demographic dividends and lead to economic growth. Moreover, through analyzes to identify the challenges and opportunities providing for gender equality in the case of each Central Asian country for providing the direction of policy implications.

Key words: women empowerment, economic growth, demographic dividend, Central Asia, human capital

Session: Social Policies and Sociology

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The Effect Of Transformational Leadership On Organizational Silence And Intention To Leave

With the effect of globalization and flexible production conditions, organizations are constantly renewing themselves in order to keep up with the change. This metamorphosis process in production directly affects many factors such as leader-member interaction, motivation and communication. In this process of change, it is necessary to examine, understand and take precautions for new concepts and behaviours. Organizational silence and intention to leave, which have recently taken their place in the literature, are among these behaviours.

Individuals in our age; believing that they can not change the usual situation, they prefer to remain silent in order to protect themselves - their status within the organization or to protect their organizations against threats from outside.

In the research, the concepts of transactional leadership, organizational silence and intention to leave have been examined and information has been presented to explain the relationships between the concepts. In the conclusion part of the research, the results of the survey application, which examines on a total of 70 employees of a hotel business operating in the tourism sector are included.

Key words: leadership, concepts of transactional leadership, organizational silence

Session: Social Policies and Sociology

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The Law to fight Gender-Based Violence and Discrimination in the Bangladesh RMG Industry

Bangladesh's ready-made garment (RMG) industry plays a significant role in economic growth by earning 80 per cent of the foreign exports. The industry employs more than 4 million workers, with 4621 registered factories under BGMEA. Among these 4 million workers, 70 per cent are women, who work equally as men. However, despite their involvement, they often face gender-based violence (GBV) and discrimination at their workplace.

The study will illustrate the reasons for GBV or discrimination women confront at the workplace in Bangladesh, specifically in the ready-made garments industries (RMG), where the majority of the workforce are women. Gender discrimination has been rooted in the industry regarding wage gaps between men and women, working hours, payment, maternity leave and benefits, promotion, training, leadership and other gender-related facilities. The RMG industry of Bangladesh stands mainly on female workers' labour. Therefore, the owners need to implement and practice the industry's labour laws to make factories gender-equal free from violence and discrimination. It will create the female worker's working environment more secure and respectful and encourage them to increase work efficiency and productivity, which will eventually help Bangladesh's RMG industry hold its position in the global market. Although the Bangladesh Labour Act 2006, the Bangladesh Labour Rule 2015 and Bangladesh EPZ Labour Act 2019 have some provisions for protecting females from GBV and discrimination at the workplace. The study will present the ambiguity in the laws, implementation gaps and recommendations for further development.

Keywords: gender-based violence (GBV), discrimination, RMG, Bangladesh, female workers.

Session: Social Policies and Sociology

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The Impact of Iraqi Tribal Society on Women

In Iraq, pre-Islamic tribal traditions have a strong influence on everyday life and social conditions. Democratization is essential, but it is still delayed. In addition to minorities, women in particular are at a significant disadvantage, even though they play responsible roles: every tenth Iraqi household leader is a woman.

Because they have not been able to connect sufficiently with the economic, social and political spheres in recent years, they have been marginalized and now suffer from poor education and health care. Also there are legal barriers. Their access to the labour market is limited, and there is significant inequality and domestic violence, but many women remain silent because of fear of shame. As an effect of COVID, victims are less able to report abuse and seek effective shelter, support and access to justice.

During an unrepresentative sampling, I asked women about their desires, future plans and situation. I gained 125 opinions, 75% of the respondents were Muslim and 25% were Christian. 40 out of 125 people feel very vulnerable in society. 84 people want a different life. Only 9 people are financially independent.

Keywords: Iraq, Middle-East, women, Tribal traditions, society

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