

ABSTRACTS

Viktória Szirmai

Globalization and the Social Structure of the Metropolitan Areas

This study examines how the social structure of the European and Hungarian Metropolitan areas changes. Our analysis demonstrates the relationship between the new trends of urbanization, the spreading of the global economy and the reorganized society of the Metropolitans. Based on the main stream of the international and national researches and statistical analyses, an overview is presented on the areal effects of the global economic and historical trends, the differences between the areal social structures due to different economical development of the urban centers and their surrounding area, the social inequalities between the urban centers and their surrounding area.

Tibor Kuczi

Transaction Costs and Labor Organizations

Based on the Transaction Costs Theory, this study is trying to find an answer to the following question: Why did big labor organizations come into existence in the beginning of the 19th Century (and why did they grow even larger hundred years later)? It draws attention to the fact, that the increase or decrease in size of the organizations is not merely due to the changes of the costs related to the use of the markets – as this would be the conclusion of the Transaction Costs Theory –, but the costs related to enforcing and controlling the labor as well. Our main thesis is that there has been a new disciplinary, efficiency constraint “technology” coming into existence, that has decreased the operational costs of labor organizations, so that establishing organizations has remained a reasonable alternate after the evolving of the modern institutional system of the market.

Gábor Vályi

Computer-Mediated Communication of Communities

The paper aims to provide a theoretical framework for the sociological study of Computer-Mediated Communication [CMC]. Instead of investigating “Internet use” in terms of the self-fulfilling prophecy of the *information-society* or the applied discourse of *knowledge management*, this approach is focused on the *real communities* that communicate in virtual space. Following Barry Wellman’s approach, the paper conceptualizes on-line communication as being integral to the interaction of real social groups, rather than being distinct, virtual universe. The first section aims to provide an

overview of the changing concept of community itself; the second section describes the technical specifics that make the Internet an ideal community communication/media platform as well as the forms and distinctive characteristics of on-line communication; the last section traces the effects of CMC on the “real” life of traditional local communities.

Eszter Balogh

Intercompany Conflicts and Solution Methods

This study describes the experiences of an interview-based research. This aimed to reveal the different types of conflicts occurring in vendor–debtor relationships and the different solutions to such conflicts. We did not target to draw a representative picture, we only wanted to explore the different types existing. First of all, we wanted to answer, in general, the following question: Are there any market relationships in the Hungarian economy, that enable the use of the methods of constructive conflict handling, i.e. What kind of relationships do exist between the size and form of the interdependence and the solutions given to the different conflicts? The main conclusion of our research was that there are cooperation forms and interdependence situations in the Hungarian vendor–debtor relationships whereby in case of conflicts the parties are motivated to achieve a resolution, therefore applying the alternative methods in the vertical market relationships could work as an efficient and constructive method.

Nikosz Fokasz–Oresztész Fokasz

Ground-Sea

The logistical function has been known and used by scientist for more than hundred years for mathematical description of progresses. Different diffusion processes, such as the spread of contagious diseases or inventions show logistical growth as well. On basis of these, we targeted to reveal the signs of logistical growth on some specific area of the press. For this purpose we have chosen the recently most spectacular and well-defined public discussion, and examined how the press reacted to the announcement made at Christmas in 2003 in the radio channel called “Tilos Radio” where one of the participant declared that he “would liquidate all Christians”. We consider our research as an attempt to contribute to the interpretation of certain communication models and to provide some hypothesis for further development. First of all, we collected all relevant articles from the leading Hungarian daily press. In align with our expectation, the evolution in time of the number of articles published reminds us strongly of the typical S-curve of the logistical growth. Upon specifying our criteria, it turned out that publishing occurred in several waves, mainly in three main, well-differentiated categories. After such differentiation, we tried to apply the logistical function on these three categories mentioned. The structure of these diagrams provided us with important information concerning the publication strategy

of the newspapers concerned. The most surprising and therefore the most important conclusion of our investigation is, that only in one out of the three categories did we get to see the complete S-curve on the empirically applied logistical function. To be able to get a complete S-curve on the other categories as well, we should have implied that the investigated event had been only a later part of a stream started long before in time. Of course, it would be a paradox to state that the "Tilos Radio"-case has started long before the announcement has been made in "Tilos Radio". Therefore, the result shows that the press operates in a kind of state of emergency. Daily press behaves in case of some certain topics like a close-wound spring. In such cases even a small act could trigger strong reactions. By using our method, we could measure and therefore, compare the state of emergency in the press.

Lilla Tóth

The Role of Trust in Local Economic Relationships A Case Study

The study presents the characteristics of „trust economy” based on the findings of interviews conducted among countryside small entrepreneurs.

There are three aspects of the issue of trust discussed: The use of written records in entrepreneurial contracts, the interdependency of networks and trust, and the attitude of small entrepreneurs towards banks. Even the written contract does not provide guarantee for the case when the business partner should violate a contract in an economic situation considered as uncertain. They do not trust the administration of justice and/or regard it as low efficiency organizations. The entrepreneurs who know each other very well and belong to the same network are the members of social relations defined by Coleman as closed social structure. Inside that entrepreneurial circle where members are within social sight, giving on credit and money lending is general practice and the agreement on that is often only verbal. The attitude of this group towards banks is negative.

The exploitation of social organizations for different from there original function can turn out to be a success or can be a failure. The example for the success is the business based on the trust relationship within the church. On the other hand the effort to exploitation is a failure when in an organization there are too many members with the primary ambition of exploitation. This will not make possible the spontaneous, „organic” way of production of trust.