
Abstracts

Behavioural patterns in retirement systems

ÁGOSTON REGULY

This article deals with the retirement systems from the perspective of behavioural economics. In the first part we describe two models of pension systems, in which we can observe the behaviour of different generations, including the impact of the behaviour on consumption, taking into account possible demographic changes. With the aid of our behavioural patterns one can do modelling of altruist, selfish and rational behaviour as well as sustainable development.

Keywords: pension system, behavioural economics, OLG model, sustainability, rationality, altruism

JEL codes: H30, H55, J32

Measuring marketing results

MÓNIKA ANETTA ALT-ZSUZSA PÁL

Marketing academics and researchers consider the evaluation of marketing activity a priority, in response to the needs of enterprises managers. In this paper we point out the main aspects of marketing results evaluation. Measurement of the results of marketing activity is essential for the optimal allocation of enterprises budgets. Although, nowadays this topic is intensely debated, it is not a new one for marketing literature, being investigated since the '60s and undergoing continuous development ever since. Generally speaking, issues arise not from modelling of the phenomena but from their operationalization, such as providing necessary information or selecting suitable indicators. The current economic crisis has again highlighted this issue.

Key words: marketing results, marketing investment, marketing metrics, marketing audit.

JEL codes: M31

Comparative analyses of the Romanian insurance market against the other new EU member states

ILDIKÓ KOVÁCS

The paper presents the level of development of the Romanian insurance market compared to the other new European Union member states. Using statistical methods and data, we are looking for answers to the following questions: is the Romanian market under or overinsured, can we find differences between the product structures of the European insurance markets, what characterises the profitability, investments and capital allocation of the countries' insurance companies, and is there any relationship between these indicators.

Keywords: insurance market, regression, product structure, ROA, investments, capital allocation

Jel codes: C25, G22, O11

Book reviews

ARTÚR LAKATOS

- Gyöngyössy Márton: *A királyi Magyarország pénztörténete (1527–1608)*. Martin Opitz Kiadó, Budapest, 2010.

This book is dealing with a classical numismatic subject at first sight, the issue of Hungarian Monetary System and coins from the first century of the kingdom's Habsburg rule. The short, but richly illustrated monograph represents a professional and interdisciplinary incursion in its subject, using information and knowledge both from the fields of Numismatics and Economic History, and its subject can be developed in the future in some more extended works also.

Keywords: Coins, Hungarian Economics, Numismatics, Economic History.

JEL codes: N-13, N-22

• Klement Judit: *Gőzmalmok a Duna partján. A budapesti malomipar a 19–20. században*. Holnap Kiadó, Budapest, 2010, pp 162.

Klement Judit's book is dealing with an important, but nowadays less-known issue of Hungarian Economic History, the development of mills industry in Budapest from the decades of the Austro-Hungarian Monarchy period. The work is a classic, descriptive one, which also performs an analysis of causes-results interaction, and beside theory, a good presentation of the industrial units in cause is also made.

Keywords: mills, Budapest, Minnesota, industrial development.

JEL codes: N-33, L-66

• Molnár Péter: *A korona pénzrendszer bevezetése, megszilárdulása és bukása, különös tekintettel Magyarországra (1892–1925)*. Svájci Egyesült Kft., Budapest, 2011.

The present volume represents the “print” version of an excellent Ph D thesis in Economic History. It is a very well documented, easy to be read and an important contribution to the Understanding of History of Hungarian finances. Its specific subject is the so/called “korona” monetary system of Hungary between 1892-1925, its characteristics, but also its Political, Economic and Social environment.

Keywords: korona (currency), Austro-Hungarian Monarchy, fiscal policies, monetary system.

JEL codes: G-38, P-16
