

ROLE OF MATURE HUMAN CAPITAL IN THE DEVELOPMENT OF SMALL, MEDIUM SIZE AND MULTINATIONAL COMPANIES IN HUNGARY – REGIONAL ASPECTS

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BACKGROUND

- ✘ The projection for 2060 shows that the ratio of persons aged 65 and over will become much higher (from 18 % in 2010 to 30 % for 2060) in EU 27
 - + employment rate of older workers
 - or
 - + increasing social expenses

METHOD OF THE ANALYSIS

- ✗ Deep and focus-group interviews
 - + SMEs, Multinational company, NGOs and Experience of institution working with education for seniors

Metodology

- job related/inhouse training
- based on change in attitude
- the elders have a demand for their experience to be acknowledged and used during the training.

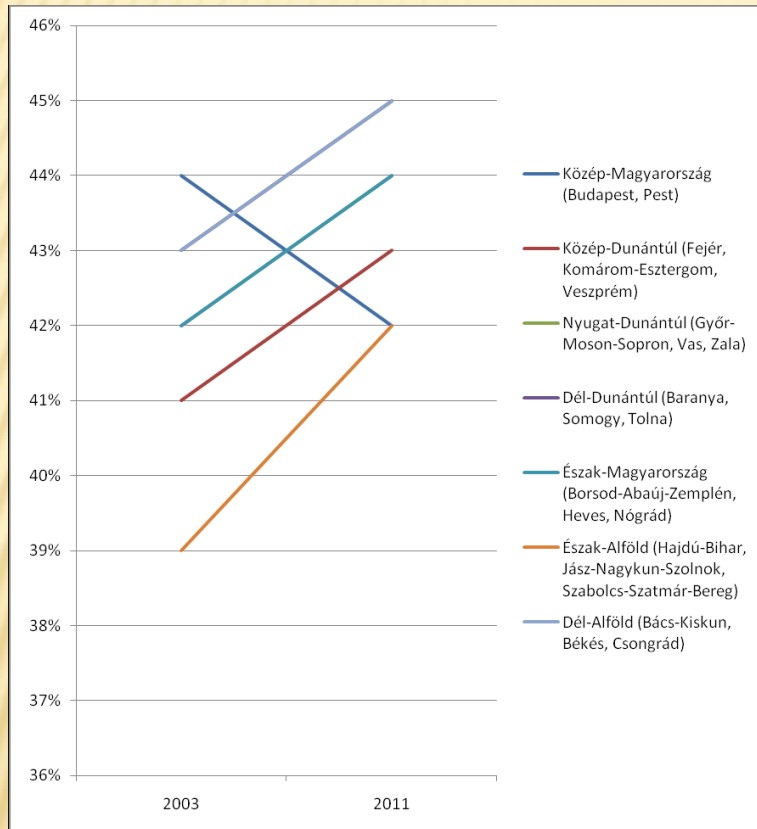
Difficulties

- only to secure their job
- poor health condition
- lack of self-confidence

Opportunities

- LOYALTY
- female members of the older generation are more willing to participate in trainings
- special sector
- health protection programs
- joining different generations, international cooperation, maybe 'student'-exchange programs

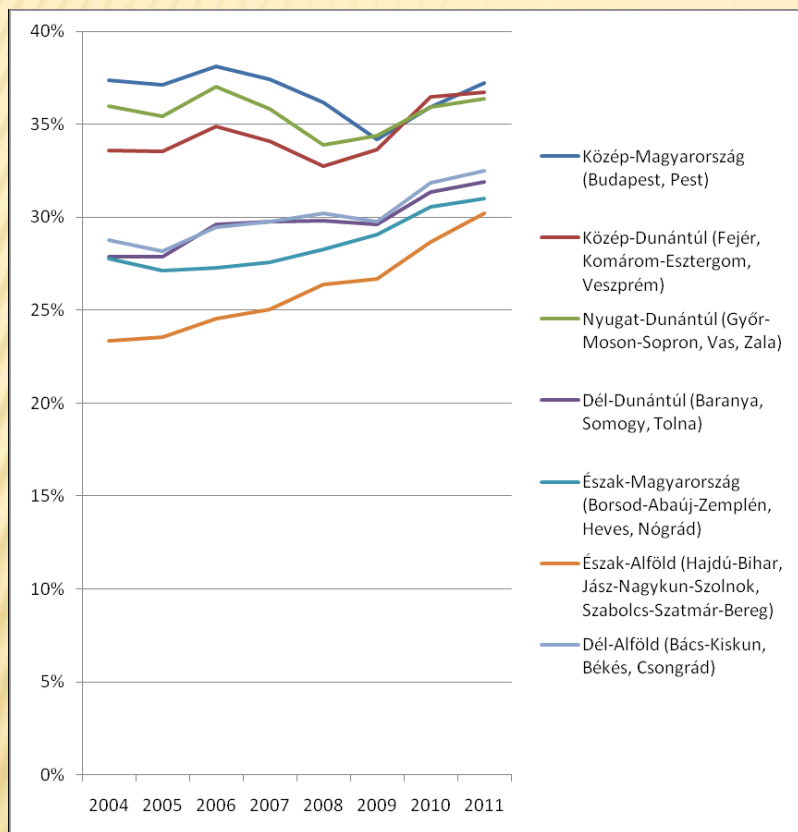
THE RATIO OF 45+ PEOPLE BY REGION (100 % = ALL THE CITIZENS IN HUNGARY)



- ✘ note: Nyugat-Dunántúl (West-Transdanubian region) and Észak-Magyarország have the same data, Dél-Dunántúl (South-Transdanubian region) and Dél-Alföld (Southern Great-Plain) have the same data
- ✘ on the basis of direct e-mail from KSH (Central Statistical Bureau) dated March 2013, own calculation

REGIONAL DATA I.

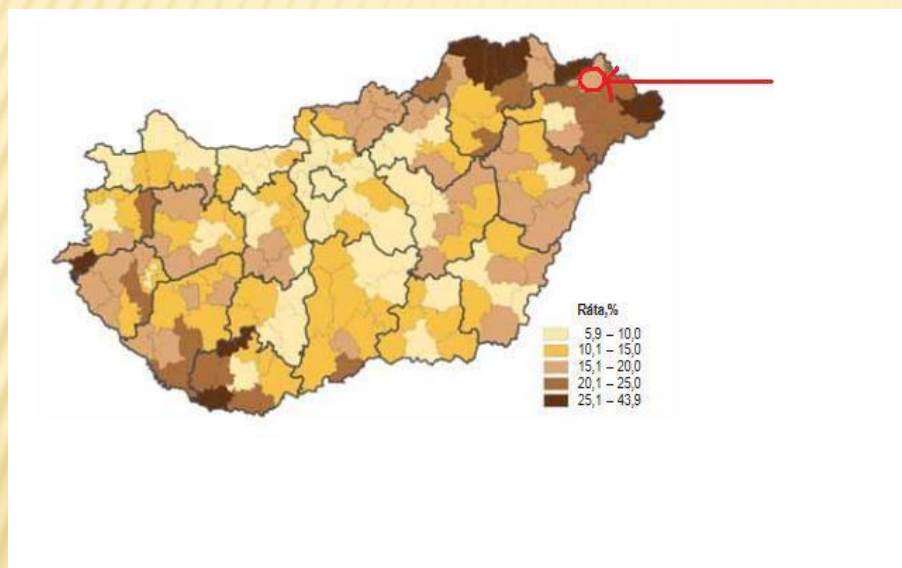
45+ YEARS OLD JOB SEEKERS RATIO BY REGION (100 % = ALL 45 + JOBSEEKERS IN HUNGARY)



✘ Source: on the basis of direct e-mail from KSH dated March 2013, own calculation

REGIONAL DATA II.

UNEMPLOYMENT (AMONG THE WHOLE CITIZENS) RATE BY MICRO REGION IN 2010



- ✘ The success story started before the regime change. At the beginning of the 20th century, the citizens were educated with the assistance of the Catholic and the Calvinistic Church and later as a result of the work of the local intellectuals, teachers (Imréné Szabo has to be mentioned) a special human capital - still utilized by the village even today - was created.

REGIONAL DATA II.

CONDITIONS OF COPETITIVENESS (PORTER)

GYULAHÁZA

- ✘ Stable political and legal institutions

The village has had the same mayor since 1976 (Béla Bardi), the same notary (Erzsébet Pappné Vass) and the same doctor since 1976.

- ✘ High level educated work force – exists, but....

- ✘ Existence of supported industries

As supporting industries they supply the kitchen of the retirement home and also have a small hotel for providing accommodation for sport groups. In addition, almost all maintenance tasks can be managed by the citizens. **The key element of the success of this village is cooperation, mutual trust and the strong base provided by the Catholic and Calvinist Church, local intellectuals, teachers and training service**

- ✘ High employment - missing, but...

CONCLUSION

- ✘ There are poor(er) regions in Hungary but in all regions, **the most important factor of development is the education** – as it is able to provide value even many years after its completion. Every wasted year results in more loss than we can imagine.
- ✘ Education of older generation is especially important, because if they can not meet the requirements of the employers, it will result social catastroph (increasing contribution, social and health expenditure)
- ✘ The enterprises have to be involved in the education process in order to tailor the outcome to their needs. The training of elders should be based on strengthening their self-confidence and continuous discussion.

No economic-social-cultural response to the growing rate of the elderly will have unforeseeable consequences on all walks of life in the near future (increasing subsidiaries, laid off, hungry, sick old people in large numbers, for whom the system will be unable to provide for!).

Thank you very much for your kind attention!

Any question?