

Dear Readers,

You are holding the 4th issue in 2019 of the Tér-Gazdaság-Ember Journal. The issue consists of nine scientific studies, topics are the followings: regional topics, tourism, marketing, economy, higher education and generation Z.

The first study illustrates territorial governance and the role of institutions in development policy, the next one describes the economic relation between Hungary and the EU. We continue with two papers are written by foreign authors from Portugal and Spain, studies are related to wine tourism with case studies and the advertising language of the Vienna Metro. The next two papers show the capital maintenance disclosure in Hungary and Slovakia and the competitiveness of SMEs in Hungary. Two papers illustrate topics related to the higher education: the study-abroad process of international students and homepages of higher education institutions. The last scientific paper highlights the role of employer branding for generation Z.

At the end of this issue a study shares the experiences about the corporate strategy transformation in terms of the evolution of shared service centres (SSC) written by an employee from ExxonMobil Üzletsegítő Központ Magyarország Kft. She was a student at the university and now working as a Global Process Advisor at the company. We happy to share that Kautz Gyula Faculty of Business and Economics has been working effectively with the corporation since 2017. The primary goal of the article is to extend the general knowledge about the SSC phenomenon.

There are also two conference reports in this issue about a conference in Portugal and in Hong Kong.

Papers are language proofread by two colleagues from the Széchenyi István University and two colleagues from the ExxonMobil Üzletsegítő Központ Magyarország Kft. in the framework of the cooperation with the company.

Győr, 31 December 2019

Adrienn Reisinger Editor in Chief
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