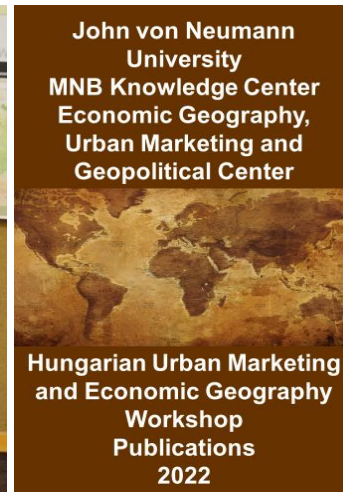




**John von
Neumann
University**

Economic Geography and Urban Marketing Knowledge Center



Allow me to introduce myself: I am István Tózsá from Miskolc, Hungary. From the famous grammar school in Sárospatak, I attended the University of Szeged, from where I received a degree in Geography and English language and literature teaching. For 20 years I dealt with the digital processing of satellite images and with the introduction of environmental Geographical Information systems in Hungary, at the Geographical Research Institute of the Hungarian Academy of Sciences in Budapest. For the past 20 years I taught at the National University of Public Administration and its predecessor public administration faculties and at the Department of Economic Geography of the Corvinus University of Budapest as the head of departments and institutes. In 2021, I received the opportunity from the newly established John von Neumann University in Kecskemét to establish a unique geographical workshop, which focuses on the application development of the research methods of the multipolar, network economy and urban marketing in the 21st century.

Urban marketing (including the concept of regional and country marketing) is a relatively new field, initiated by Gregory Ashworth in 1996, which to date has not been integrated into Hungarian higher education courses in marketing, local or regional development. Its occurrence - at the subject level - is contingent (e.g., at the Institute of Marketing of the University of Miskolc or at the Institute of Postgraduate Continuing Education of the National University of Public Service). If the John von Neumann University establishes such a center (interdisciplinary scientific and educational workshop) in the famous city of Kecskemét, it will increase its comparative advantage and uniqueness in all other social and economic university faculties and research organizations in Hungary. The practical significance of the Center for Urban Marketing would not only be to broaden the knowledge of students, but also to give significance to urban marketing, because since the introduction of the current Local Government Act, the main task of local governments has been to promote local capital attraction of which urban marketing is the major method. In practice, however, local governments that pay attention to the need for urban marketing, unfortunately confuse it with – sectoral – tourism marketing without exception.

From 2021, the topic of urban marketing also appears at the John von Neumann University, unlike the educational portfolio of most Hungarian trade and marketing university departments. In the Program of International Management and in the programs of Agricultural, Horticultural and Rural Development Engineering of the Faculty of Horticulture and Rural Development, our Center provides education in the management of Hungarian values in a unique way in Hungarian agricultural higher education, which can be a comparative competitive advantage in the urban marketing process. It is also especially important in the Program of Economics and Management that students can acquire basic knowledge in the system of relations of the open Hungarian economy – both globally, regionally and locally, in foreign economics and foreign policy strategy – through the appearance of geographical subjects. The presence of these geo subjects provided by the Center increases the educational portfolio of agricultural and technical, and IT subjects alike. Local marketing, the management of Hungarian national values and the economic-geographical and geopolitical line appear not only in education, but also in research in the Center's activities. This is in line with the main goal of the John von Neumann University, namely to 'be able to integrate into the European and world higher education area with an internationally competitive, broad-based training portfolio, research potential and infrastructure.'

The research and teaching of the **multipolar, networked regional network economy** seeks to create an economic-geographical comparative advantage for the John von Neumann University. In the second decade of the 21st century, the international literature advocates the new geographic methodology after *Parrag Khanna 'connection geography'*, or briefly '*connectography*', in which not only the economic impact of information flowing on *Big Data* networks (*data-driven economy*) but also visual and *associative geography* combining the virtual world with cartography is also applied. Starting from the former military term, *radius geography*, which appears in cyberspace, having been regarded borderless, comes into the forefront of research and education in this new Center. So do the *geography of identity and talent* based on economic innovation. As for the geographic interpretation of the components of Metaverse, from *Virtual Reality* to the application of *Augmented Reality* in the economic space, the Center tries to enrich the toolkit of economic geography in both research and education.

The independent electronic publishing interface of the Center from 2022 is the series of publications titled the ***Hungarian Economic Geography and Urban Marketing Studies*** (MGTM).

<https://start.uni-neumann.hu/telemarket/youtube-videos/>

For the application of VR in teaching economics, see the presentation below on the inventions of Theodore von Karman and John von Neumann (on the first jet propulsion engine and the first computer):

<https://start.uni-neumann.hu/telemarket/youtube-videok/2023/jun14.php>

Komlódi Róbert: János Neumann University Educational VR application presentation

According to our **mission**, the Center intends to contribute to the increase of the comparative advantage of the university, in the expansion and enrichment of both the educational and research portfolios, in areas that are not emphasized directly anywhere else in Hungarian higher education in technical, agricultural or economic education. At the same time, the demand for their justification is unquestionable. Place marketing knowledge in the field of marketing, regional and rural development is useful. National value and identity management in agricultural education and in the fields of trade, international management and rural development are required. Finally, network and data-driven economic geography in the context of most undergraduate and master's degrees can convey useful additional knowledge to anyone who

meets foreign economy, national values, or local governments in the course of their later work. The Center has not only invited the best Hungarian experts in the above-mentioned three fields concerning research and education purposes, but also the best and most renowned foreign experts as guest lecturers, thus contributing to the international prestige of the university.

The **education and research portfolio** of the Economic Geography and Urban Marketing Knowledge Center:

- (1) It allows the invitation of renowned foreign lecturers;
- (2) It ensures the introduction of subjects that are currently missing from the choice of Hungarian higher education;
- (3) It allows the emergence of national strategic research projects for which there is governmental demand;
- (4) According to our plans, the Center enables the building of relations with the *Lakitelek* National High school projects involved in the Hungarian national strategy. In projects in *Miskolc* University related to city marketing competitions; in the urban marketing practice with the local government of *Kecskemét*; the Rural Governments' Association based in *Szentkirály*; and the Association of Cities with County Status based in *Kaposvár*; and the management of the Hungarian foreign economy through an innovative approach offered by associative geography.
- (5) In the medium term, in 2023, the center launched a master's program in **Regional and Environmental Economics** in both Hungarian and English with two specializations that will also provide a comparative advantage in the John von Neumann University's training portfolio: Network Economics and Urban Marketing.



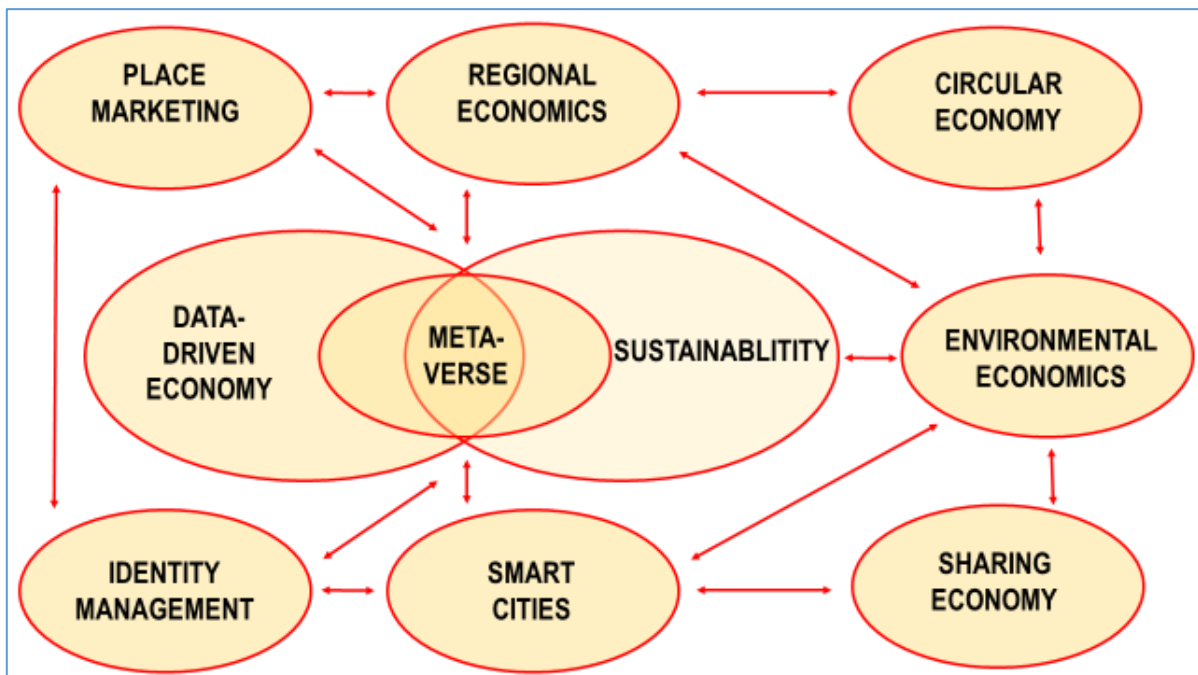
See the research portfolio of the members of the Center:

https://start.uni-neumann.hu/telemarket/introduction/NJE_MNB_GFTM_Research_portfolio.pdf

The staff of the Center form 2022:

					
Dr. Julia Schuchmann, associate prof.	Dr. Balázs Forman, associate prof.	Dr. István Tózsza, professor	Dr. Sándor Kerekes, professor	Dr. Zoltán Cséfalvay, professor	
					
Dr. Trautmann László, associate prof.	Dr. Barbara Jenés, assoc. professor	Catherine R. Feuerverger, assistant	Dr. Attila Korompai, associate prof.	Dr. István Piskóti, professor	Dr. Árpád Papp-Váry, associate professor
					
Dr. Antal F. Kovács, assistant lect.	Dr. Kinga Szabó, researcher	Sára Farkas, PhD student, researcher	Andor Müller, PhD student, researcher	Szabolcs Szolnoki, PhD student res.	Ádám Hágén, assistant researcher

The **research profiles** of the Economic Geography and Urban Marketing Knowledge Center represent the regional trends of economic and social processes in the 21st century:



The research portfolio of the Centre
for Economic Geography and Urban Marketing
John von Neumann University
Kecskemét, Hungary

The Centre, founded in 2021, is a leading academic institution in education and research on territorial and environmental studies, aligned with the research program of the Central Bank of Hungary. The research profile of the Centre focuses on nexuses between geography and the following fields:

1. Data driven economy:

- a. Big Data,
- b. Economic radius,
- c. Sharing economy.

2. Sustainability:

- a. Economics of natural resources,
- b. Energy economics,
- c. Economics of climate change and adaptation,
- d. Wealth perspective of sustainability.

3. Spatial aspects of entrepreneurship (regional economics):

- a. Crises and new economic structures,
- b. Future-oriented development paths,
- c. Innovation,
- d. Value chains,
- e. Start-ups and Scale-ups in the EU.

4. Metaverse (VR technology applied in higher education in economics)

- a. Associative geography
- b. Geofusion (geographic integration of economic network hubs)
- c. Methodology of studying VR/AR spaces

5. Environmental economics

- a. Green transition and climate adaptation
- b. Environmental accounting,
- c. Circular economy.

6. Identity management

- a. Geographical distribution of talents,
- b. Hungarian studies,
- c. Philosophy and economic role of identity.

7. Place marketing

- a. **Urban image and branding** (place marketing)
- b. National image and branding
- c. Urban and national marketing

8. Smart cities

- a. E-governance

b. Urban management

- c. Urban wellbeing

9. European regional and urban development

- a. Regional disparities
- b. Urban-Rural relations
- c. Urban sprawl issues
- d. Regional development policies

Publications on results of institutional research are available in Hungarian on the webpage of the Centre: <https://start.uni-neumann.hu/telemarket/kiadvanyok/>

The experts of the Centre have a long track record in participating in various national and international projects funded by EU programs (eg. INTERREG, TEMPUS, V4 Funds), EEA-Norway Grants, the Österreichischen Akademie der Wissenschaften, Hungarian National Research Funds (OTKA), national and regional development programs.

The Centre is ready to contribute to project proposals to the call “Determinants and opportunities for the socio-economic and spatial development of the Carpathian region (KARPAT)” as participating partner particularly in the following fields:

- Demography in Hungary
- Hungarian territorial and settlement structures
- Financial aspects of sustainability in Hungary
- Ecosystem potentials in Hungary
- Performance analysis and access to talents and funding for start-ups and scale-ups
- Infrastructure in Hungary
- Industrial development policy in Hungary
- Heritage planning in Hungary
- Place marketing, tourism, and capital attraction in Hungary
- Distribution and operation of start-ups and scale-ups in Europe and Hungary

Contact: Telephone: +36 70 416 0120 E-Mail: Catherine.Feuerverger@nje.hu

Address: H-1117 Budapest, Infopark Walk 1/i.

Further information: https://start.uni-neumann.hu/telemarket/introduction/NJE_MNB_GFTM_Research_portfolio.pdf

From 2022, the **location** of the Economic Geography and Urban Marketing Knowledge Center in Budapest is in the Buda university campus district: *1 Infopark sétány* “I” building, within the organizational framework of the Knowledge Center of the John von Neumann University.







