

## **The Importance of Trust in the B2B market on the Example of a Pharmaceutical Innovation**

*Beatrix LÁNYI*

Innovation is one of crucial elements of company growth and competitiveness. In modern business life new market structures and branches may arise. There is no strict border-line between these new innovative market structures, as frontiers among competition and co-operation have blurred. Majority of innovations does not only origin from the research and development department of a company. As a consequence of company co-operations and interactions new networks with specific characteristics arise, so unique and particular resources become available to the members. During innovation activity - especially on B2B market - the influence of business partners has become much more intensive. This shared fruitful value creation is beneficial for both parties. Co-operation can only remain stable and long-lasting if trust is mutually expressed. Enduring business relationships mean safety, trust and certainty also from the point of view of resource allocation. All this encouraged me to analyse the importance of trust in my article. I examined the relevance of trust during innovation co-operations among pharmaceutical companies with production base, which can be considered as one subsegment of Hungary's most innovative branches.

*Keywords:* innovation, co-operation, pharmaceutical industry, trust

## **Effects of Management Orientations on Growth in Case of Austrian and Hungarian SMEs**

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In our study we examined the relationship between corporate resource availability and growth moderated by the effects of entrepreneurial orientation and customer orientation. Our two sample consisted of Austrian and Hungarian SMEs which made an opportunity to compare the two countries. We used a questionnaire based on the model of Eggers et al. In case of the two countries the relationship between the resources and the customer orientation was the most obvious difference. In the Hungarian sample the availability of resources also related to higher customer orientation which is connected with short-term growth goals. In Austria the availability of resources has a relationship only with entrepreneur orientation. Only the entrepreneurial orientation is positively correlated with growth. Considering the

valuation of cultural dimensions in the GLOBE-study our findings were interpreted also in terms of cultural differences.

*Keywords:* management orientation, growth, culture

## **The Role of Technological Development / Innovation in Child Labour: Problem or Solution?**

*Bettina MARTUS*

In our rapidly changing world innovations are necessary for companies if they want to be competitive. While corporations tend to carry out their R&D activities in a developed and dynamic environment, production activities often take place in developing countries. The demand for low cost factors of productions is so high among present market circumstances that many children have to work because of mass production. Does innovation contribute to child labor? Or is there an inverse relationship: can technological development help to eliminate child labor?

Present paper analyses the relationship between innovation and child labor. It concludes that because of the effects of globalization, innovation contributes to an increase in the rate of child workers. The main reason for that is that R&D activities are even more separated from production activities both in a spatial and in an organizational sense which increase the demand for low paid (child)workers.

*Keywords:* child labour, innovation, macroeconomic effects

## **Innovation and R&D in International Financial Reporting Standards**

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It is essential that general purpose financial statements give proper information on the economic entities' innovation capacity, which plays a fundamental role in the knowledge-based economy. However, international financial reporting standards leave a very narrow space for internally generated intangible assets on the balance sheet, except for the costs of development. Defining the innovation process as basic research and applied research (development) derives from the linear model of innovation.

Certain modifications of financial reporting standards shall be considered based on the critical review related to the linear model of innovation. As present regulations fail to give all relevant information on intangible property (including in-