

GYULA VASTAG

Editorial: Anniversaries

Anniversaries provide reasons to celebrate achievements, to remember some noteworthy occasions, to look back and evaluate what happened and—using past facts—plan for the future. For example, we can learn from the legendary singer and songwriter, Johnny Cash, who died ten years ago on the 9th of September. In positioning *PMR* [Editorial in Vol 1, No 1], I recalled Johnny Cash’s famous song, ‘Walking the Line’ to convey our *ars poetica* about the importance of balancing managerial relevance and academic rigour.

With this September 2013 issue (Vol. 2, No. 3), *Pannon Management Review*, appropriately using a tennis analogy as the US Open just finished in September, completed its first Non-Calendar Year Grand Slam (winning four consecutive majors in two years!); this is the fourth issue [of the first English language management journal in Hungary] published quarterly since December 2012. It was a huge undertaking for all of us involved and this is a good reason to celebrate and review what we have accomplished.

In the first inaugural year, we were honoured to publish papers both from world-class academics, promising young scholars and introduce *PMR* readers to persons and organizations of global significance and local importance. In the first year of *PMR* operation, our contributors had all kinds of professional achievements and recognitions (a random, incomplete and subjective selection is listed below in the sequence of their first appearance in *PMR*):

- Roderick Martin had his new book, *Constructing Capitalism—Transforming Business Systems in Central & Eastern Europe*, published by Oxford University Press.
- Krishna S. Dhir was appointed Dean at the College of Business and Economics (University of Hawaii at Hilo).
- Joseph D. Blackburn became President-Elect of the Production and Operations Management Society (POMS).
- Richard D. Metters was voted Best Associate Editor (*Journal of Operations Management*).
- Andrew Cartwright was made Vice Chair of the PASOS Think Tank representing almost 60 centres from central, eastern, southern Europe and the Caucasus and he has also been given charge of a FAO affiliated Working Group on Settlement Decline and Land Abandonment.

- Alan Clarke received the Best Research Paper Award (with A. Jepson and G. Ragsdell) on the International Conference on Events (ICE2013) & 10th Association of Events Management Education (AEME) Forum.
- Howell John Harris emptied his office and officially retired.
- Wallace J. Hopp (with William S. Lovejoy) published a new book (“Hospital Operations: Principles of High Efficiency Health Care” by Financial Times), and
- I was re-elected as DSI (Decision Sciences Institute) Vice President for the European Division.

We are especially proud of the achievements of our young scholars. Edit Komlósi (her paper, ‘The role of trait emotional intelligence in task and conceptual performance: the case of functional managers in the hotel industry’, appeared in March 2013 issue of PMR) was the winner of the 2013 PhD Student Research Paper Award of the *Expert Systems with Applications* journal at the MakeLearn 2013 Conference for her paper ‘What Traits Make Citizens Really Active?’



From left to right: Dr. Valerij Dermol (MakeLearn 2013 Program Chair); Edit Komlosi; Dr. Binshan Lin (Editor, Asia/Pacific Rim of ESWA); Dr. Srecko Natek (MakeLearn 2013 Conference Chair)

Iris Kassim, who debuts in this issue, received First Prize at the 31st National Scientific Students' Associations Conference at the University of Pannonia in Veszprém in April 2013 and the *Pannon Management Review* Special Award.

A distinguishing feature of *PMR* has been its colourful, ironic and insightful front covers by Zoltan Debreczeny. The September cover, 'What's up Mr. Tummler,' pays homage both to Zoltan's birthplace and to the engineering ingenuity of Henrik Tummler who, around 1770, solved the problem of supplying water from the river 40 meters below to the magnificent baroque castle of Veszprém, the symbol of the city.

On the back covers of *PMR*, we introduced companies, enterprises that have had positive impact on the university and/or the region: Herend Porcelain Manufactory Ltd., Catherine's Cottages, Nitrogénművek Zrt., and Koczor Winery and Guesthouse.

The current jubilee and more voluminous issue has six papers—instead of the usual five—providing an excellent mix of research papers, company portraits, literature reviews and a new platform of Student Scholars.

The paper by **Wallace J. Hopp**, 'Positive lean: inspiring efficiency from within,' cuts through the fog surrounding the meaning and application of lean concepts originated by the once 'scrappy' car company named Toyota. If there is one thought that, quite subjectively, I can single out from Wallace's context rich and thorough treatise is how Ohno's three key obstacles to ideal performance was reduced to only *muda* (waste or non-value added tasks) while *mura* (variability or inconsistency) and *muri* (overburden or stress) were almost completely forgotten with far reaching consequences.

The next papers by **Roderick Martin** and by **Zoltán Kovács and Zoltán Szegedi** introduce two dominant companies of the Hungarian industry: Roderick interviewed Mr. Zoltán Fasimon (COO of MOL Hungary) and the two Zoltáns got access to Dr. István Blazsek (CEO of Nitrogénművek Zrt.). MOL, a Hungarian acronym, is in the oil and gas business and one of the most important European independents. The interview with Mr. Fasimon focused on MOL's organizational transformations mostly after 2008. Dr. Blazsek spent his entire career with Nitrogénművek supplying two-thirds of the Hungarian fertilizer market and shared some of the lessons he learned as he rose through the ranks.

Ágnes Lublós and **Kata Váradi**'s paper, 'General practitioner–specialist relationships in shared care systems: insights from a review of the literature,' focuses on the interactions between General Practitioners, the gatekeepers to secondary healthcare, and the Specialists. The article is based on an analysis of the relevant literature and aims to support the ongoing empirical research into patient-sharing networks by addressing ten research questions.

The *Student Scholars Platform* features ‘Drivers of employee engagement in European organisations: a human resource practitioner’s perspective’ by **Iris Kassim** and **Levente Komor**. This review paper discusses and classifies the literature on the various interpretations and drivers of employee engagement and suggests a model of employee engagement that centres on the individual.

József Kelemen, ‘The spatial monopolies of supermarket chains in Hungary,’ uses Hotelling’s 1929 paper as a general theoretical framework for analysing various types of consumers who can choose between two alternatives with data from Hungarian supermarket chains. The paper concluded that the spatial monopoly structure of Hungary is not favourable to customers; many of them have access to only a limited variety of products. The competition authority needs to ensure that supermarket chains neither abuse their market power nor damage the interests of customers.

At PMR, we have many reasons to celebrate the completion of our first Non Calendar Year Grand Slam; we managed to stay true to our mission by publishing research-based papers with managerial relevance and offered publication opportunities—and a supporting, nurturing editorial environment—for young scholars and students as well.

Gyula Vastag is Professor within the Faculty of Business and Economics, University of Pannonia in Veszprém, Hungary. He served as Managing Director of the Corvinus School of Management at his *alma mater*, Corvinus University, and as Professor and Area Coordinator of Operations and Supply Chain Management at the Central European University (CEU) Business School, both in Budapest, Hungary. In the US, Gyula spent almost two decades on the faculties of Kelley School of Business (Indiana University), Eli Broad Graduate School of Management (Michigan State University), and Kenan-Flagler Business School (University of North Carolina at Chapel Hill). In addition, he was Professor and Dean of Supply Chain Management Programmes at the University of Stuttgart (2000–2001), where he has been a visiting professor ever since. He also held a visiting professorship (part-time) with the University of Groningen in the Netherlands.

Gyula earned his PhD and Doctor of Sciences degrees at (the predecessor of) Corvinus University and the Hungarian Academy of Sciences respectively, and finished his habilitation at Corvinus University.



His areas of interest include global operations and supply chain management, service operations management, and environmental management strategies. A successful and popular instructor, Gyula has developed and taught a wide variety of conventional and unconventional courses and educational programmes, both in business schools and for corporations—such as for the Kelley Direct Online MBA Program (Indiana University) and the action-learning programme for the executives of the largest bank in Central and Eastern Europe.

Gyula co-authored two books, wrote eight business cases, and contributed chapters to 15 books. He published over thirty peer-reviewed journal articles, in the US and Europe, and numerous papers in conference proceedings. The h-index of his publications in Harzing's *Publish or Perish* (based on over 1,000 citations) is 15 (as of 14 October 2012). His work on the competitiveness of metropolitan areas has generated interest outside academic circles, and his cases on Sonoco's take-back policy were selected by CaseNet® as two of the six e-link cases for the seventh edition of Meiners, Ringleb, and Edwards' widely used *Legal Environment of Business*.

Gyula has cooperated and consulted with a large number of organisations, including the Aluminium Company of America (Alcoa), the Carlson School of Management at the University of Minnesota, the Global TransPark Authority of North Carolina, the US Federal Aviation Administration, and the North Carolina State University, in the US; the International Institute of Applied Systems Analysis, in Austria; ESSEC-Mannheim Business School, in Germany; Knorr-Bremse Hungary and the OTP Bank, in Hungary; and the International Institute for Management Development (IMD) and the University of St. Gallen, in Switzerland.

Gyula is Member of the Executive Board of the European Decision Sciences Institute (EDSI) and the Vice-President for the European Division (2010–14) of DSI, where he is also Member of the Development Committee for Excellence in the Decision Sciences, the Nominating Committee, and the Strategic Planning for International Affairs Committee as well as Chair of the Member Services Committee (2011–14). He is Founding Member of the Global Manufacturing Research Group, where he also served as Associate Director. In addition, Gyula served on the Executive Committee of the International Society for Inventory Research in 1998 and 2006, and he is currently a Member of its Auditing Committee.

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