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**Abstract** (12 pt Times New Roman, justified)

Short summary up to 10-12 lines: 12 pt Times New Roman, justified. Abstracts should include objectives, methodology, results, and conclusions.

*Keywords: 3-6 keywords (12 pt Times New Roman, italic, justified text)*

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Porter, M. E. (2000). Location, Competition, and Economic Development: Local Clusters in a Global Economy. *Economic Development Quarterly 14*(1): 15-34.

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Farkas, F. (2013). *A változásmenedzsment elmélete és gyakorlata.* Budapest: Akadémiai Kiadó

Hamel, G. (2000). *Leading the Revolution, How to Thrive in Turbulent Times by Making Innovation a Way of Life.* Boston: Harvard Business School Press.

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Osterwalder, A. & Pigneur, Y. (2002). An e-Business Model Ontology for Modeling e-Business. *Proceedings of 15th Bled Electronic Commerce Conference*, 1-11.

Sohl, T. & Vroom, G. (2014). Business Model Diversification, Resource Relatedness, and Firm Performance. *Academy of Management Proceedings*, 10894.

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Felvi.hu (2017). Felvételi ponthatárok. <https://www.felvi.hu/bin/content/vonal17p/index.html>, 20.09.2017.

Google Trends (2021). *Google Trends.* <http://trends.google.com/trends>, 21.12.2021.

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**Acknowledgements**

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