

# **Senior and junior supervisor research topic application for the IPhD Programme in Regional Development, 2023-24**

Name/position of the senior supervisor: Norbert Sipos, PhD  
Highest academic degree : PhD

Name/position of the junior supervisor:  
Highest academic degree:

**Title of the suggested research topic:  
SME competitiveness RBV approach in the world**

## **The international relevance, importance, and timeliness of the research topic:**

In collaboration with the Micro-, Small- and Medium-sized Enterprise Competitiveness Research Group and the Global Competitiveness Project (GCP) led by Prof. Dr. László Szerb, a data set is available that has not been published so far and is of interest from several points of view both in Hungary both in the international level. This can have practical implications for SME managers, but it also has added value for academic researchers. On the one hand, through the processing of literature related to humanities and, on the other hand, information related to competitiveness, SME vs. supporting policies related to the development of the SME sector by demonstrating the characteristics of a large company provides an opportunity to emphasise practical elements in addition to regional differences.

In Hungary, in the EU and outside the EU, SMEs are considered to be the driving force of growth, which, in addition to sustainability, ensures employment that meets social expectations and contributes to innovation.

## **Which UP-FBE research could the PhD candidate join?**

The Micro, Small and Medium Enterprise Competitiveness Research Group (KKVVKK), led by Prof. Dr. László Szerb, provides the framework.

## **Possible research directions:**

- The role of human capital in the competitiveness of SMEs/the regional effect
- Examination of networking and internationalisation among SMEs/the regional effect
- The innovation processes among SMEs/the regional effect
- Managerial decision-making processes among SMEs/the regional effect

## **The supervisor's expertise and experience in the research field**

In 2019, I had the opportunity to get to know the methodology and the peculiarities of each field for the first time as part of the research group. Thanks to this, as a co-author of numerous publications, I am convinced that the Faculty of Economics provides one of the most valuable opportunities for measuring regional impact based on microdata.

## **The most important publications in the research field over the last five years**

- Balogh, G., Sipos, N., & Rideg, A. (2021). An empirical study of the internal factors influencing the application of compensation incentives in SMEs. **COMPETITIVENESS REVIEW**, 31(3), pp. 542-570. <http://doi.org/10.1108/CR-01-2020-0016> (Q2, H=31, SJR=0,506)
- Lukovszki, L., Rideg, A., & Norbert, S. (2021). Resource-based view of innovation activity in SMEs: an empirical analysis based on the Global Competitiveness Project. **COMPETITIVENESS REVIEW**, 31(3), pp. 513-541. <http://doi.org/10.1108/CR-01-2020-0018> (Q2, H=31, SJR=0,506)