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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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The layout of the publication should be considered when editing figures and tables. Their ideal place is to be determined by the author of the paper based on its structure. The final layout may put figures to a different location, so please refer to them in the body of text using their numbers avoiding the phrases ’above or below.’ All figures and tables should be referred to text. Example: (Figure 1), or as shown in Figure 1.

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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.

**4.2.2. Examples of referring books**

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.

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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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Zott, C., Amit, R. & Massa, L. (2011). The Business Model: Recent Developments and Future

**Acknowledgements**

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