

Annotation of the paper

1. Title

The importance of the e-business in the South East region of Hungary

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3. Year of Study and Study Specialisation

2012, Finance and Accounting

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5. Content

The main goal of this paper is to identify and study how the e-business is working in the South East region of Hungary. This paper is going to present the weaknesses and the defectiveness of this region. This study is going to present a local company which uses the e-business like the main business profile.

About economic aspects of the e-business. Systemization and reviews about the different business models. The coherence between the latest technologies and the business standards. The paper is going to present the microeconomic connections which will describe the operation of the digital economic world. The connections between the internet economy and the business improvements. Is the digital abyss pulling back the improvement of the e-business? The importance of e-business in the South-East region of Hungary. Introducing a well-experienced company from the beginning. It's starting problems in the "new" business model. It's current market positions and the new ideas and improvements for the future.

6. Key words (3-5 words)

e-business, improvement, technology