

Ο Στέργιος, ενώ εντάχθηκε δυναμικά στην ελληνική ζωή, ποτέ δεν έγραψε τη δεύτερη παρτίδα του, την Ουγγαρία. Εξέφρασε με πολλούς τρόπους, όχι μόνο με λόγια αλλά και με έργα, την πίστη του και την ευγνωμοσύνη του. Επί δύο δεκαετίες οργάνωνε συνεχήματα και αγωνάσει και σήμερα το Ελληνο-Ουγγρικό Πρόγραμμα Μορφωτικών Ανταλλαγών για τους φοιτητές του Πανεπιστημίου Αιγαίου, του Πανεπιστημίου Τεχνολογικών και Οικονομικών Επιστημών και του Πανεπιστημίου Οικονομικών Επιστημών της Βουδαπέστης, στα πλαίσια του οποίου Ούγγροι φοιτητές επισκέπτονται την Ελλάδα και Έλληνες φοιτητές την Ουγγαρία. Κατά περσόδους επισκέπτεται τη Βουδαπέστη, όπου οι διαλέξεις του παρακολουθούνται πάντοτε με μεγάλο ενδιαφέρον.

Είμαι ευγνώμων στο Στέργιο για την προσοχή που έδειξε στο έργο μου. Ήταν η κινητήρια δύναμη των ενεργειών με τελικό αποτέλεσμα να εκδοθεί στα ελληνικά μία συλλογή άρθρων μου¹. Αν και συναντηθήκαμε και στη Βουδαπέστη αρκετές φορές, ήταν πραγματικά στο σχολείο του, όταν συναντηθήκαμε στην Ελλάδα. Τότε ξανασυναντηθήκαμε, μαζί με τη σύζυγό μου, με εκείνον το Στέργιο για τον οποίο μίλησα στη αγωγή του Προλόγου: με έναν άθραστο εύθυμο και με αξιοσημείωτη, ένθερμο θιασώτη και ένθερμο διαφημιστή του ελληνικού τοπίου, της ελληνικής μουσικής και του χορού, των ελληνικών εδεσμάτων, φλόξενο και ευγενικό οικοδεσπότη, ευχάριστο συνομιλητή.

Αναφέρθηκα στις δικές μου προσωπικές εντυπώσεις, αλλά πολλοί άλλοι - Ούγγροι οικονομολόγοι, καθηγητές, φοιτητές, συνάδελφοι, γέροντες και τυχαίοι συνομιλητές - θα μπορούσαν σίγουρα να προσθέσουν στα λόγια μου πολλές άλλες παρόμοιες ιστορίες και καλαρευτικά λόγια αναγνώρισης του έργου του.

Αγαπητέ Στέργιε, οι φίλοι σου από την Ουγγαρία σου εύχονται καλή υγεία, χαρούμενη και γόνιμη μαζοζωία.

Preface*

János Kornai

Professor at the University of Harvard, Member of the Hungarian Academy of Sciences, Ex-President of the International Association of Economists

I first met Stergios Babanassis during the Kádár period when he was representing his sister in the settlement of certain issues regarding the construction of a residential building in which we lived for 25 years. Thus, I've had the opportunity to get to know Stergios more as a human being than otherwise I would have learned under his other capacity of an economics professor. During that period the real estate and residential construction sector had had a semi - bureaucratic and market character, with persons of overgrown egos ready to step on others so as to impose their own interests, lying persons with a nasty, family and inconsistent behavior. Stergios' integrity can be ascertained by the mere fact that he acted not for his own selfish interests but as a representative of his sister's interests in that residence. He was model-accurate, faultless and consistent, keeping his promises and intervening after careful and thorough consideration. He would show confidence to all those whom he considered reliable - and one could really rely on him. While others were always angry and irritated, Stergios used to be always calm, cool and in a good temper. These are attractive human characteristics, which later on I came to know even better, when our common professional interests brought us to start working together.

Greece was at Civil War, when Stergios' family left their home country and moved to Hungary. The fourteen year old adolescent, then, learned to speak the Hungarian language very easily and after High School he followed and completed his studies at the University of Economic Sciences of Budapest "Karl Marx".

* The present preface has been at first published at the volume that the University of Technology and Economics and the Economic University of CORVINUS at Budapest devoted to Stergios Babanassis.

(1) Η συλλογή του János Kornai εκδόθηκε με τον τίτλο: *Όραμα και πραγματικότητα, Κόσμος και Αγορά*, εισαγωγή και επιμέλεια Στ. Μπαμπανασίη, Εκδόσεις Παράκληση, Αθήνα 1993.

His first job was at the Chair of Political Economy of the Polytechnic University of Budapest - this was his first and his last job in Hungary. It is rare to see a smooth, continuous and focused career like his. It is there that he became a lecturer, then assistant professor, associate professor, and finally full university professor. It was at the same University where, as an indication of honor, on behalf of his colleagues, he was nominated as an Honorary Doctor, after his repatriation to his mother country.

Stergios Babanassis is a researcher in the flesh. He understood very early on what were the issues that would be worth studying, what would be the important spiritual anxieties for the Hungarian, the Greek and the European societies. It is not the duty of a Preface to provide a catalogue of his works. I would rather praise one of them, as an example. In 1981 he became a Doctor at the Hungarian Academy of Sciences. Even the title of his thesis is intriguing for any reader: "The Southern European Model of Development". Today, a lot of economists tend to immediately deal with the present, focusing their attention on contemporary matters. The work by Babanassis differs from any usual work. Combining analytical thought with the historical course of Greece he attempts to comprehend and to interpret the particularity of such development. It is not a paradox that his work has been recognized both in Hungary and in Greece, where his thesis has been published as a book and has been used as a university manual and as bibliographical reference. It was through this work that he became known in his home country.

Stergios has been always a conscious and fertile worker of the Hungarian economic science and higher education. He has been connected to Hungary with multiple threads: he has been close to the youth, to the studies, to the working environments, to the students, to the friends. He speaks fluently the Hungarian language, bearing a very pleasant to the Hungarian ear, mild foreign accent. However, although he has been always so close to Budapest and Hungary, he always remained a Greek. It was the winds of history that carried him to Hungary. Whatever he took from this country, he gave it back multiplied. While he has lived in Hungary for many years, he always had the hope that one day he would manage to go back to his home country. When the Prime Minister Papandreu called him back, he was eager to return.

Stergios stayed in Greece a conscious professor, caring for his students, as he had proved also at the Polytechnic University of Budapest. He taught at the Economic University of Athens (former ASOEE) and

at the Aegean University for 16 years as professor of economic sciences. After his retirement he now teaches at the Pantheon University as a visiting professor emeritus.

He has published a series of very important and interesting research papers. I mention again only one of them: the study that he presented to the University of California in Los Angeles (UCLA) under the title: "Greece - Lessons from its performance at the European Union". This is exactly the approach that the countries that have just been accepted into the European Union need so much now - among which, Hungary. It would be the best to exploit, the sooner the better, the experience of such countries that have managed to access earlier, in order to avoid their mistakes and to follow their good examples. This work of Babanassis, together with this other studies, offers exactly this kind of assistance.

Stergios contributed to the development of his country, not only with his writings, his publications and his teachings as a professor. He was also integrated into the society and the country's economic life immediately, directly, functionally and usually. During the period 1982 - 1985 he was a member of the National Council of Experts. Later, for some years, he served as a Advisor to the Ministry of National Economy. During the '90s he became President of the Board of Directors of the Greek Telecommunications Organization (1993-1996) and later President of HELIASCOM SA (1996-2004). At these positions he gained valuable experience as to how a gigantic enterprise functions. This new knowledge has further enhanced his scientific work.

Stergios, having been dynamically introduced into the Greek life, he never forgot his second home country, Hungary. He has expressed in many ways, not only with words, but also with deeds, his faith and gratitude. For two continuous decades he has been organizing the Greek - Hungarian Program of Cultural Exchanges for the students of the Aegean University, the University of Economic Sciences of Budapest and the Technological and Economic University of Budapest. In the framework of this programme, Hungarian students have had the opportunity to visit Greece and Greek students the opportunity to visit Hungary correspondingly. Every now and then he visits Budapest, where his lectures are always attended with high interest.

I am grateful to Stergios for the attention that he has shown to my own work. He has been driving force for the publication in Greek of a

series of my articles.¹ Although we have met many times in Budapest, I really met him as a whole person when in Greece. It was then when, together with my wife, we met with that Stergios, with that man that I talked of at the beginning of this Preface: a man of high spirits and a sense of humor, a lover and promoter of the Greek landscape, the Greek music and dance, the Greek cuisine, a man of hospitality and of gentleness, a delightful interlocutor.

I mentioned my own personal impressions; though, many other Hungarian economists, professors, students, colleagues, neighbors and interlocutors would certainly be in a position to add many analogous stories to my own, a lot of flattering words about the recognition of his work.

Dear Stergios, your friends from Hungary wish you to have good health, happiness and a fertile long life.

ΕΙΣΑΓΩΓΗ

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Οι τρέχουσες εξελίξεις στις επιχειρήσεις είναι άμεσα συναφασμένες με τις οικονομικές, τεχνολογικές και κοινωνικές μεταβολές που συντελούνται στη μεταμοντέρνα κοινωνία, ιδιαίτερα δε με την παγκοσμιοποίηση, την αλματώδη πρόοδο της πληροφορικής, των πολιτικών διαρθρωτικής αναδιοργάνωσης και την αύξουσα πολιτισμική ετερογένεια του εργατικού δυναμικού.

Η σημαντική μείωση του κόστους των μεταφορών και των τηλεπικοινωνιών, τα τεχνολογικά επιτεύγματα στον τομέα της πληροφορικής και η πτώση των τελωνειακών δασμών, είχαν ως αποτέλεσμα την εντυπωσιακή αύξηση των διεθνών συναλλαγών και των ροών κεφαλαίου και εμπόρευμάτων. Οι άμεσες ξένες επενδύσεις, οι μεταγκαταστάσεις των παραγωγικών μονάδων, οι εξαγωγές, οι συγχωνεύσεις και οι διεπιχειρησιακές συμμαχίες συνιστούν εκφάνσεις του φαινομένου της παγκοσμιοποίησης των επιχειρήσεων, των στρατηγικών και των αγορών, το οποίο δεν αφορά πλέον μόνο τις ανταλλαγές προϊόντων και υπηρεσιών, καθώς και την μεταφορά κεφαλαίων, αλλά άπτεται όλων των φάσεων σύλληψης, σχεδιασμού, παραγωγής, διανομής και κατακόλλησης των προϊόντων και των υπηρεσιών. Η αποτελεσματικότητα των επιχειρήσεων που λειτουργούν στο πλαίσιο χρωπί, εξαρτάται σε σημαντικό βαθμό από την προσαρμογή τους σε πολλαπλές αξίες, νοοτροπίες και διοικητικές πρακτικές, που είναι εντελώς διαφορετικές από τις δικές τους. Κατά συνέπεια, η προσρμογή των επιχειρήσεων προϋποθέτει την κατανόηση των ευτέρων αλλαγών που συντελούνται στα οικονομικά συστήματα, στις μορφές θεσμικής γύμνασης και στις αναπτυξιακές πολιτικές.

Η έκδοση του παρόντος συλλογικού τόμου προς τιμήν του Ομότιμου Καθηγητή Στέργιου Μπραμπανάση, υπό τον τίτλο: *Οικονομικά Συστήμα-*

(1) The collection by Janos Kornai has been published under the title: *Vision and reality, State and Market*, with an Introduction and comments by Stergios Babanassis, Papazissis publications, Athens 1993.


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ECONOMIC SYSTEMS, DEVELOPMENT POLICIES
AND THE ENTERPRISE STRATEGIES
IN THE AGE OF GLOBALIZATION

ESSAYS IN HONOR
of Professor
STERGIOS BABANASSIS

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Vassilis Angelis, Leonidas Maroudas

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Απαγορεύεται η μερική ή ολική αναδημοσίευση του έργου αυτού, καθώς και η αναπαραγωγή του με οποιονδήποτε μέσο χωρίς σχετική άδεια του Εκδότη.

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