

**UNIVERSITY OF PUBLIC SERVICE**  
**Doctoral School of Public Administration Sciences**

**Hajnal Virág: Place Branding and Remaining in Ones Homeland**  
**A Theoretical and Methodological Study on the Toolset of**  
**Place Branding Used in Remaining in Ones Homeland**

**Supervisor: Prof. Tózsza István PhD habil**

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## **Hajnal Virág: Place Branding and Remaining in Ones Homeland**

### **A Theoretical and Methodological Study on the Toolset of Place Branding Used in Remaining in Ones Homeland**

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#### **1. DEFINING THE SCIENTIFIC PROBLEM**

The issue of remaining on one's homeland has become a common topic on social media, traditional media, and in everyday conversation alike. Nearly all of us have an acquaintance who does not live in their homeland, or maybe we ourselves are the expatriate, who do not live in our homeland to pursue studies, professional possibilities or because of family issues. One issue particularly arises: how does one's place of origin, place of growing up, the place where their family resides, from where one recalls dear childhood memories influence their self-determination. What makes one leave their homeland, and what makes them remain. Can expatriation be reversed, and should it? Is there any theoretical answer to the question, that is also acceptable in practice?

Findings of demographic studies analysing Hungarian communities outside of Hungary have shown us that there is a decline in population in all regions of the Carpathian-basin outside of Hungary, which can be traced back to three reasons: assimilation, natural depopulation and finally emigration. In the case of Vojvodina, the decline of population amounts to 100 thousand souls, while the decline of Serbia's population amounts to 300 souls, compared to the 2002 census. In the case of Vojvodina Hungarians, a decline of 39 thousand souls has been documented.<sup>1</sup>

A precondition of the existence of strong communities is that the population is that of a strong settlement with a growing population, where there is also an expansion of local employment<sup>2</sup>. The economic strength and power of population-retention of a settlement depends on their place in the inter-settlement race, where the most important instrument of

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<sup>1</sup> KAPITÁNY B.: Kárpát-medencei népszámlálási körkép. Demográfia, 2013, 56. sz. – p. 25–64.

<sup>2</sup> PUCZKÓ László, TÓZSA István: Településmarketing. – Budapest, Nemzeti Közszolgálati Egyetem, 2015.

getting ahead in this race between settlements is – according to Piskóti – a place marketing strategy following a professionally well-founded strategy.<sup>3</sup>

It is important to note regarding the aforementioned, that there are several factors and actors in the process leading to end results where the reputation of a settlement reaches a potential target group, but we should also be wary of the fact that the reputation of a place is prone to change, which change may be also influenced. Govers<sup>4</sup> highlights that the image of a place – closely connected to its reputation – may be changed by place branding. Papp-Váry Árpád draws attention in his 2019 book *Országmarkázás. Versenyképes identitás és imázs teremtése* [Country Branding – Creating Marketable Identity and Image] to the fact that „good marketing, good advertising, good branding never lies. In the words of the motto of McCann-Erickson, one of the largest advertising companies in the world: what we should strive for is »truth well done«”<sup>5</sup>.

## 2. QUESTIONS AND HYPOTHESES OF THE STUDY

The main question of the doctoral study was: Can the toolset of place branding be used for retaining population in their homeland? The following questions relating to the main question have been worded: Which factors influence remaining in one’s homeland, in the context of place branding? What is the mutual relation between the factors of remaining in one’s homeland? Which factors are constant, and which are prone to change? Who are the active actors in the factors influencing retaining population in their homeland?

The doctoral thesis was written based on the following hypotheses:

**H1:** The measure of satisfaction with a place is directly connected to remaining in one’s homeland.

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<sup>3</sup> PISKÓTI István: A régió és településmarketing kockázatai - a célrendszer és stratégiai döntési dimenziók. – 2015. – [http://www.terport.hu/webfm\\_send/364](http://www.terport.hu/webfm_send/364)

<sup>4</sup> GOVERS, Robert, GO, Frank: Place Branding – Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced. - Basingstoke, Palgrave Macmillan., 2009.

<sup>5</sup> PAPP-Váry Árpád: Országmarkázás. Versenyképes identitás és imázs teremtése. – Budapest: Akadémiai Kiadó, 2019. – p. 25.

**H2:** Remaining in one's homeland is influenced by where a current or former citizen of a settlement attained their secondary or any education.

**H3:** The basis of a successful place brand is the local identity of the local population.

**H4:** Expatriates are not directly influenced by place branding.

### **3. GOAL OF THE STUDY**

The doctoral study on the one hand tries to catalogue the elements in the context of place branding connected to population retention in their homelands, analyse whether place branding has a toolset which can influence motivation for remaining in one's homeland, or the will and act of resettling there. The other goal of the doctoral study is to systematize the theoretical framework of place branding, so that it could be later used in practice by settlements struggling with population retention. This is the aim of the empirical presentation of the study, which tries to illustrate the usability of the results summarized in the theoretical element. The town of Senta has been chosen as the location of the empirical analysis, which lays in the northern part of the Republic of Serbia and the Autonomous Province of Vojvodina, the northeast part of Bačka, on the right bank of the river Tisa.

### **4. METHODOLOGY OF THE STUDY**

A definitive aspect in the choice of the methodology of the study was to utilize tools that mostly omit presuppositions on part of the person conducting the study, for the answers of the questioned persons to be most characteristic, unique, competitive in light of the studied settlement. The professional literature refers in several instances to the fact that the relevance of empirical studies may be questionable when the person conducting the study persists on utilizing an existing model, without analysing its relevance to the subject of the study. Another basis defining the methodology of the study was that the results of the study should provide usable information for the practicing professionals of the region.

As a result of the uniqueness of places, it is on the one hand important to be wary of the usability of the selected method, and on the other hand of the application of the background provided by professional literature in a place-specific way. This is especially important in the field of place branding, as stemming from the unique nature of places it is necessary to utilize the results of the study taking special care with generalizations in the conclusions.

The methodology of the study is thus also determined by the fact that it should also analyse the results of the professional literature on place branding in this way and utilize them properly in the qualitative and quantitative study, in accordance with boundaries of the researcher.

Of the complete results of the theoretical study, only the subset which defines the behaviour of the affected group will be in the focus of the quantitative and qualitative study. It was also important to determine which of the elements influencing the behaviour of the affected group are susceptible to change, and therefore be used by the practicing professionals to influence the behaviour of the affected group.

The doctoral study provides support to the place brand management team of the town of Senta on the second (place branding studies and analyses) and third (situation analysis, place brand audit, systematization) step of the eight-step system recommended by Papp-Váry<sup>6</sup>.

It is important to set out pertaining to the second and third step out the eight-step system, that the analysis conducted in accordance with the topic of the doctoral study subsumes especially the affected group of Senta's citizens. In case of the affected group of Senta's citizens – in line with the approach of the study – we can equally speak of the population currently living in Senta, both from the ethnic Hungarian and Serb communities, and the former citizens, expatriates of Senta but still considering themselves from Senta, both from the ethnic Hungarian and Serb communities.

The empirical study did not aim to prepare the place branding strategy of the analysed town, because, in line with the limits of the doctoral study and the thesis, it was not appropriate to achieve that goal. The aim of the doctoral study was rather for an „outsider's set of eyes” to provide points of support for the practical professionals to reflect on, create and implement a place brand strategy of Senta.

## **5. DESCRIPTION OF THE CONDUCTED STUDY**

The empirical study consisted of six phases. The qualitative elements of the six phases were the analysis of online platforms, mapping, and adaptation of theoretical boundaries, followed

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<sup>6</sup> PAPP-VÁRY Árpád: Hogyan lesz a településből márka? – In. Beszédék köny-ve polgármestereknek. – Budapest: Raabe Kiadó, 2011. - p- 1–24.

by their refinement and expansion. The mapping, adaptation, refinement, and expansion of the theoretical boundaries contributed to the designation of the relevant subject areas, followed by the further refinement and expansion of those areas shown necessary by professional in-depth interviews conducted using a qualitative method and the results of the first queries connected to the quantitative, questionnaire phase of the study. The quantitative elements consisted of two queries by questionnaire, which did not pursue representativity, but to support the results obtained in the qualitative phase.

The empirical study lasted from September 1st, 2015, to July 30th, 2021. In its nature, the study comprised of primary and secondary analyses. The primary analyses consisted of semi-structured professional interviews and two queries by questionnaire. The secondary analysis consisted of subject analysis of online and offline content connected to the subject matter.

A significant portion of the secondary analysis consisted of a review of the literature relevant to the subject matter, the topic of place branding. During the study the following topics of the literature on place branding were summarized: place attachment, satisfaction with a place, locale image, local identity, local stakeholders, and the three approaches to place branding, from the aspect of image, from the aspect of identity and from the aspect of communication.

The first part of the thesis overviews and systematizes those theses in the subject matter literature, which relevance has arisen during the doctoral study. Therefore, the first part of the doctoral thesis presents the relevant Hungarian and international subject matter literature. The summary of the following subject areas was necessary for the studied topic: place branding theory, persons affected by place branding, place attachment, place satisfaction, locale image, local identity. The structure of the theoretical part of the thesis is characterized by a literature analysis of the concepts related to place branding, the behaviour induced by the place branding and their determinants, which are relevant for the research, based on the theory of place branding.

The second part of the thesis intends to apply the elements summarised in the theoretical part on the example of the town of Senta in Vojvodina. The second, empirical part of the thesis uses the results attained from the aggregation of literature along the theoretical structure.

The organization of the results of the empirical research by literature items is followed by a case study, which can contribute to a deeper understanding of the population of the settlement and the settlement itself, as well as the complexity of the process of place branding, shaped by history, culture, politics and society.

The final conclusions of the thesis attempt to summarise the answers to the questions raised in the study, reflect on the hypotheses of the thesis, summarise, and organize the theoretical and empirical findings of the study, present the new research results of the study, and formulate proposals on further research topics on the subject.

## **6. CONCLUSIONS**

### ***6.1. Answering the questions raised in the study, confirming hypotheses and findings of the study in terms of practical use of its results***

#### *6.1.1. Answering the questions raised in the study*

The main question the doctoral study sought to answer was whether the toolset of place branding be used for retaining population in their homeland. The results of the study confirm that place branding has such a toolkit, that influences the behaviour and attitudes regarding the place of local population, current and former. It follows that place branding's toolkit may contribute to the retention of local population in their homeland.

Regarding the sub-questions related to the main issue of the study, the researcher collected those factors in the context of place branding, which influence staying in one's homeland. These factors are related to place attachment, place satisfaction, local identity, and locale image. A detailed analysis of these concepts was carried out within the thesis by means of summarising their theoretical backgrounds, supported by empirical research.

Regarding the study's sub-question on the relationship between factors influencing the stay in one's homeland, it can be said that the thesis considered it necessary to separate the concepts of place attachment, place satisfaction, local identity, and locale image – by analysing the literature –, as in many cases the above concepts were not applied consistently in international literature, but rather used as synonymous with each other. With the delimitation of the concepts, the relationships between the concepts themselves and the relationships between the factors influencing the concepts were also revealed. Furthermore, the empirical

research has revealed from a methodological point of view which questions allow for a deeper understanding of a given community's relation to these factors.

From the aspect of applicability of the toolset of place branding in supporting population retention in their homeland it was necessary to analyse the susceptibility to change of factors influencing the staying of population in their homeland, because it is primarily these changeable factors that developers wishing to act on retaining a population in their homeland can influence. The study has shown that within the toolset of place branding the factor that may be changed most easily fit the image a place projects, by highlighting those elements of the image that are of a positive nature.

The last sub-question of the research sought to find out who the active actors in the factors are influencing ones staying in their homeland. The study highlighted the diversity, types and roles and expectations of those affected by the place branding in the literature analysis. The literature on stakeholders highlights that for successful place branding, which may result in retaining the population in their homeland, the return of expatriates, it is essential that the developers of the place branding include the stakeholders; that they continuously manage and care for the brand; that they examine brand experience; and map out the rumours spreading from the place, encouraging, and achieving positive rumours.

Regarding the sub-question, the study has revealed, that place branding has several active stakeholders, because the attitude of all affected groups towards the locale image influences the process of place branding and the brand itself, however it is two groups particularly, that play a key role in place branding, and those are the local population and the managers of the place branding process, local developers.

The key role of the local population is also supported by the approach set out in the literature, that states that all models of place branding, image-based, identity based and communication-based show the most decisive character of the of the local population's behaviour towards the local population in relation to the local brand, the indicator considered most credible by the hosts. Starting from this, and in support of the theoretical background, the study in its empirical phase primarily analysed Senta's current population, and those expatriates who still consider themselves a citizen of Senta

### *6.1.2. Verification of the hypotheses*



The thesis summarises the verification or rebuttal of research hypotheses based on the research results below.

**H1:** The measure of satisfaction with a place is directly connected to remaining in one's homeland

As summarized in the theoretical background, it has not become clear whether the satisfaction with the place is a precursor to or consequence of place attachment. Throughout the study it has been a dominant approach, that the satisfaction with a place is precursor to attachment to it, and that the consequence of place attachment is the positive behaviour of affected persons to the place, e.g., remaining in their homeland. This approach uses local identity as an element of attachment to the place. The approach may also be explained by the fact that the literature examines the attachment to the place largely from the point of view of tourists and not the local population.

Based on the results of the study, it can be said that local identity of the local population affects the attachment to the place, and attachment to the place determines the assessment of the place, satisfaction with it. At the same time, the degree of satisfaction with the place among the local population does not always affect place attachment, as well as the behaviour associated with the place.

This is supported by the results of Questionnaire query II., according to which of the persons currently living in Senta 63,7% answered that they have not lived abroad for a longer period, 43,6% would not rather live in another settlement, 40% would predominantly not rather live in another settlement, 39,3% would not rather live in another country and 39,9% would predominantly not rather live in another country. Projecting this to the comparison of the traits related to the settlement considered most characteristic and important by the interviewees, there is tension in three areas: clean environment, developed infrastructure and excellent job opportunities. All three areas are determinative characteristics of satisfaction with a place, according to the literature. The result of the empirical analysis assumes based on this, that in the studied community there is no direct link between remaining in one's homeland and satisfaction with the place.

**Conclusion: The hypothesis H1 has not been verified.**

**H2:** Remaining in one's homeland is influenced by where a current of former citizen of a settlement attained their secondary or tertiary education

During the research, the literature highlights the factor of time as a personal factor influencing the strength of adherence to the place. The effect of secondary / secondary and tertiary education gained in the homeland was confirmed with empirical research. Thus, a higher proportion of students who attained their secondary / secondary and tertiary education in their homeland or in the wider microregion are currently living in their homeland. The verification of the hypothesis is supported by the factor that the social factor of place attachment, the degree of acquisition of community capital, is significant in early adulthood.

The empirical research verified the above hypothesis, as according to the results of Questionnaire query II., of the participants asked whose highest level of education is secondary, and who attained this level of education in Senta, 74% currently live in Senta, 2,3% live in Vojvodina outside of Senta and 23% live abroad. Those with an attained tertiary education who attained this in the various settlements of Vojvodina 78% currently (still) live in Senta. Of those who attended their tertiary education in other settlements of Serbia 83% live in Senta. Of those who attended tertiary education abroad only 52% currently live in Senta. It is shown that there is significance between remaining in one's homeland and the place of attending secondary / tertiary education.

**Conclusion: Hypothesis H2 has been verified.**

**H3:** The basis of a successful place brand is the local identity of the local population

The behaviour of the local population, considered a key player in place branding, has an impact on the locale image of the settlement perceived by external hosts. However, the behaviour of the local population is also determined by the extent to which it can identify with the place brand, how much its self-image is in harmony with the perceived image of the place. The self-image of the local population is driven by local identity, so the hypothesis H3 has been verified by the research.

**Conclusion: Hypothesis H3 has been verified.**

**H4:** Expatriates are not directly influenced by place branding

One of the results of the study is that the population currently living in the place and the population that has emigrated from the place are in constant interaction regarding self-determination. Questionnaire query II. has shown that even in the population that has emigrated from the place is strongly attached to said place. The in-depth interviews have shown that in many cases citizens of Senta who are not currently living in the settlement plan to return

home, so their emigration is temporary, and the way in which the emigrants talk has a significant impact on the state of the soul of the population currently living in the settlement. One of the findings of the study is that the emigrated local population is also a direct target group of successful place branding, since it is advisable to treat the population currently living in the settlement and not currently living in the settlement together as a local population, based on the research results.

**Conclusion: The hypothesis H4 has not been verified.**

In conclusion, two of the four hypotheses of the research have been verified and two have been rebutted.

### *6.1.3. Key findings of the study*

The study will now list the 10 main research findings, listed according to their nature, starting with the most generalizable statement to the most site-specific finding.

**Finding1:** The strength of the cognitive level of local identity affects the strength of the emotional level of the local identity.

**Finding2:** The emotional level of local identity can be mobilized by the cognitive level, which can affect the level of action of the local identity, which contributes to positive rumours about the place, the frequency of home visits, possible repatriation, as well as remaining in the homeland, overall positive behaviour related to the place.

**Finding3:** A dominant natural feature (e.g., cave, mountain, river) in the vicinity of a settlement can be a determinant of the local mentality. For example, the Tisa River is the determinant of the mentality of the inhabitants of Senta, the city built on the „golden reef”, the immediate shore of the Tisa.

**Finding4:** The natural feature in the vicinity of the settlement can also contribute to the emotional, cognitive and action level of local identity and to the positive state of the local population if coupled with a communal function. In the case of Senta, this would be ensured by the expansion of the promenade and beach belonging to the Tisa coast and its coupling with a communal function.

**Finding5:** A settlement can only become a „gem” as part of the whole nation/region, which „enriches” it all by „spreading home”.

**Finding6:** It should be part of place branding to look at the emigrated population as a target group just as well as the local population living in the place. From this point of view emigrants are also part of the local population, as they are affected by place branding.

**Finding7:** The elasticity of a place contributes to the strengthening of the level of action of the local identity, as it affects the cognitive level of local identity, which in turn mobilises the emotional level of local identity. In the context of Senta, making it elastic means directly addressing expatriated, informing them of local events, contacting them regarding and including them in these could contribute to the positive behaviour of expatriated local population towards the place.

**Finding8:** Making a place elastic provides opportunity to grow the social factor of attachment to the place of expatriates throughout social capital, which contributes to the strengthening of the level of action of local identity.

**Finding9:** Addressing tourists is necessary for the place brand to contain elements which connote that the place is a tourist destination in the eyes of the local population. In case of Senta it may be ascertained that within the locale image in the eyes of the local population, Senta as a tourist destination is seen as the destination of untapped possibilities.

**Finding10:** The citizens of Senta are currently in the phase of searching for a competitive identity. The search for a competitive identity, reflecting the current situation is paired with the „re-learning” and „reacquaintance” with the town.

## **7. NEW SCIENTIFIC FINDINGS**

One of the new scientific findings of the study is that those issues were identified in the context of place branding, which affect population retention in their homeland. These are as follows: place attachment, place satisfaction and local identity. In the process of overviewing the literature on the subject it was revealed that in many cases it considered these three terms as synonyms, so one of the new scientific results of the study is the delimitation of place attachment, place satisfaction and local identity.

**New scientific result1:** Exploring concepts related to staying in the homeland in the context of place branding.

**New scientific result2:** Delimitation of attachment to a place, place satisfaction and local identity, and revelation of their mutual relations.

During the analysis of Hungarian and international literature, it was discovered that the discussion of the concept of place attachment was underrepresented in the Hungarian literature, in the context of the place branding. This is also shown by the fact that there was no clear example how to translate with great precision English terms such as *place attachment*, *place bonding* and *place dependence*. A new scientific result of the study are the Hungarian translations of these three terms, where place attachment is *helyhez való ragaszkodás*, place bonding is *helyhez való kötődés*, and place dependence is *helytől való függés*. By translating these three terms into Hungarian, the differences in meaning of the terms have also been defined, which can be applied as far as possible in the Hungarian literature on place branding.

**New scientific result3:** Hungarian translation, definition, and delimitation of the meaning of the terms place attachment, place bonding and place dependence.

Additional new scientific results may be selected from the 10 main issues of the study. Finding1, according to which the strength of the cognitive level of local identity affects the strength of the emotional level of the local identity was not previously discussed in the literature on place branding.

**New scientific result4:** Exploring the relationship between the cognitive and emotional level of local identity.

According to Finding2 the emotional level of local identity can be mobilized by the cognitive level, which can affect the level of action of the local identity, which contributes to positive rumours about the place, the frequency of home visits, possible repatriation, as well as remaining in the homeland, overall positive behaviour related to the place.

**New scientific result5:** Exploring the sequence of interaction between the emotional, cognitive, and action levels of local identity.

The next new scientific result is connected to Finding3, according to which a dominant natural feature (e.g., cave, mountain, river) in the vicinity of a settlement can be a determinant of the local mentality.

**New scientific result6:** The dominant natural feature in the vicinity of the settlement is the decisive character of the local mentality.

The next new scientific result is connected to Finding6, according to which looking at the emigrated population as a target group should just as well be observed as the local population

living in the place. From this point of view emigrants are also part of the local population, as they are affected by place branding.

**New scientific result7:** Expand the group of stakeholders of the local population without consideration to residence.

The new scientific discovery of Finding7 and Finding8 is that, in the context of the place branding, it should serve as a practical recommendation for the operators of the settlement and the region to reach out to those who have emigrated from the place, to change the state of mind of the current local population.

**New scientific result8:** By making the settlement elastic, the settlement exceeds its geographical boundaries, its borders extend to the reach of the current and former populations of Senta.

It should also be valued as a new scientific result connected to Finding9 that addressing tourists is necessary for the place brand to contain elements which connote that the place is a tourist destination in the eyes of the local population.

**New scientific result9:** For successful place branding, it is necessary to expand the image on tourist destinations of the local population with its own settlement as a tourist destination.

A new scientific result may also be the approach, highlighted by several pieces of literature, that place attachment is consistent with the concept of brand loyalty used in marketing. In the field of tourism, brand loyalty is a measure of the results of satisfaction with tourism products. As far as a place is concerned, brand loyalty is therefore not the most appropriate concept but place attachment, as it is much more suitable for examining the relationship between the place and the individual, as it not only focuses on the relationship with a tourist product, but also involves the interaction of the population and tourists and the emerging attachment. Furthermore, just as brand loyalty does, place bonding also lead to brand-building behaviour.

**New scientific result10:** Instead of the concept of brand faithfulness used in the field of product marketing, it is more suitable in place branding to apply the concept of place attachment, which reflects not only the products of the place, but also the bond and reflecting the bonds and reflections of the stakeholders of the place branding with each other and their interaction with the place.

**New scientific result11:** An additional new scientific result of the doctoral study is that it can provide methodological assistance to practitioners for theoretical concepts organized on the subject. The questions of Questionnaire query I. and Questionnaire query II., shown in the empirical chapter highlight which questions can be used by the practitioner in different areas to learn more about these areas of practice. The empirical chapter also helps practitioners to understand the factors determining the opinion and behaviour of the local population in terms of location satisfaction, local identity, designation of stakeholders and the formation of the local image. A new scientific result is also the empirical chapter highlighting how topics relate to one another and how they can be better explored by querying only a few simple questions among the local population.

## **8. BOUNDARIES OF THE STUDY, POSSIBLE CONTINUATION, RECOMMENDATIONS**

The theoretical and empirical chapter of the research highlights the diversity of factors determining remaining in one's homeland in the context of place branding. The empirical chapter of the thesis, although it contributes to the mapping and preparatory phase of the site branding, cannot be considered complete due to the unrepresentative nature of the sample of the research. This was difficult because the research identified too wide a range of stakeholders, the representative query of which overstretched the framework of a doctoral research. Another difficulty was the fact that there is no database of exactly where people who migrated from Senta currently live. Empirical research can thus be considered more like a methodological aid supporting the theory with empirical experience. It may be ascertained from Questionnaire query II. – from the aspect of answer rates – that questioned persons considered the questions too numerous, and some questions too abstract.

Regarding the possible continuation of research, it would be worthwhile to

- carry out empirical research on a representative sample;
- conduct separate research on each concept and carry out separate research on concepts related to remaining in one's homeland by subject area, which could be carried out along the lines of the inter-concept relationships detailed in the empirical chapter;
- carry out comparative examination of settlements of similar size.

## 9. LIST OF THE AUTHORS PUBLICATIONS TO DATE

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## 10. PROFESSIONAL-SCIENTIFIC BIOGRAPHY OF THE AUTHOR

Hajnal Virág completed her university studies between 1998 and 2003 at the Eötvös Loránd University specializing in Hungarian language and literature and cultural anthropology. The focus of her research – at the time – was a study on the linguistic-anthropologic characteristics and local identity of the Vojvodina Hungarians. She conducted fieldwork lasting several years in Vojvodina settlements of Senta, Feketić and Dobrodol is Srem. The focus of her research in Dobrodol was the cultural aspects of the Hungarian diaspora communities.

She started her doctoral studies in 2015 at the Doctoral School of Public Administration Sciences of the University of Public Service, where she dealt with and deals with the topic of settlement marketing and place branding. At the heart of her research are Hungarians from outside the borders of Hungary, whom she examines from the aspect of place branding. Her topic supervisor is István Tózsá.

She is the author of 9 scientific articles, and co-author of two books, one titled „*Mint leveleket a vihar*”: kulturális antropológiai tanulmányok az ezredforduló délvidéki magyarjairól in 2004, published by the Forum Publishing Institute from Novi Sad, and the other titled *Közelből is távol: Magyar világok a Vajdaságban* collection of studies in 2008. She is the co-author of numerous educational utilities and took part in the KÖFOP project of the University of Public Service on good self-governance. In the studies published within the framework of the project she tackled good self-governance from within the context of place branding from the aspect of management, technology, and performance. She is currently the Course leader of the course titled *Good practices on national policy of the Hungarian Government* of the Diplomatic Leadership Training School.

Her draft dissertation deals with the topics of place branding and population retention in their homeland.