

A CONTROLLING ELMÉLETI MÓDSZERTANA A VIDÉK ÉLETÉBEN**THEORITICAL METHODOLOGY OF CONTROLLING IN RURAL LIFE****ÉVA K MOSKÓ**

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ABSTRACT

Nowadays we would like to measure, plan and assess nearly everything. Success of the enterprises in our region considerably depends on – besides economic components – the connecting factors that can hardly be defined in numbers. The manager's intuition can be very important in the given situation of decision-making but it is not advisable to build up everything on it. Methodology of controlling gives the opportunity, both strategic and operative levels, to substantiate our success, to handle our economic processes in their place. In my study I am aiming to show that the traditional field of controlling can be widened, its methodology can serve as a valuable supporter for the rural development, where I study this subject from the sides of both profit-oriented enterprises and public sphere.

I am examining the tasks of strategic and operative controlling, their opportunities in the context of rural development.

I realised that the utilization of controlling can be justified in rural fields of economic life, in the rural development, besides the agrarian factors of the region.

Elements of the tools of controlling can efficiently be applied in the fields of enterprises and the public sphere. In my study I wanted to call the attention to the fact that professionals in controlling should urgently start to participate in the process of closing up the rural areas. It is sure that nowadays one token of sustainable development is the integration of controlling-systems into the rural development, in a harmonized, constructive and qualitative level.

Keywords: controlling; rural life; public sphere; strategical controlling, project controlling

Kulcsszavak: controlling; vidékfejlesztés; közszféra; stratégiai controlling; project controlling