

RURAL INNOVATION AS A WAY TO RURAL CHANGE – HUNGARIAN CASE

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Researching the topic of rural innovation Schumpeter's the definition was used, and in accordance with it: every activity, process which has not been characteristic for that area before, but was implemented and creates economic or social value can be called innovation. During the research author collected cases concerning social and economic innovation all over Hungary and investigated whether they are adaptation of an innovation or invention. The elements of inventory were queried by questionnaires and interviews focus on Roger' five aspects (feature of innovation, first inventors' features, sequence of innovation's adaption, outcome of innovation, and communication of innovation).

The results show, that creativity, courage, seeking the challenge and novelty are typical features of the innovators. Additional result also has to be enhanced: presences of innovation can be found not only in the developed western part of the country, but also in the disadvantaged areas. This means, that rural innovation is not territory-specific; it is rather linked to personality and the social environment. Analysing the examples author has drawn attention to the fact, that many times social innovations have generated innovation in the rural economy, but the economic innovation has influenced social innovation as well.

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