



**EKONOMICKÁ UNIVERZITA V BRATISLAVE
PODNIKOVHOHOSPODÁRSKA FAKULTA
SO SÍDLOM V KOŠICIACH**



ZBORNÍK ABSTRAKTOV
Conference Proceeding of Abstracts

**5. ročník medzinárodnej vedeckej konferencie
MARKETING MANAŽMENT, OBCHOD,
FINANČNÉ A SOCIÁLNE ASPEKTY PODNIKANIA**

*The 5th International Scientific Conference
MARKETING MANAGEMENT, TRADE,
FINANCIAL AND SOCIAL ASPECTS OF BUSINESS*

MTS 2017

Košice (the Slovak Republic) and Tarnobrzeg (the Republic of Poland)
May 18 – 20, 2017

Názov / Name Zborník abstraktov z 5. ročníka medzinárodnej vedeckej konferencie – Marketing manažment, obchod, finančné a sociálne aspekty podnikania – MTS 2017
Conference Proceeding of Abstracts of the 5th International Scientific Conference – Marketing Management, Trade, Financial and Social Aspects of Business – MTS 2017

Zostavovatelia / Edited by Ing. Magdaléna Freňáková, PhD.
doc. PhDr. Mária Ria Janošková, PhD.
Ing. Jozef Lukáč
Ing. Petra Szaryszová, PhD.
Ing. Lenka Štofová, PhD.

Návrh obálky / Designed by Ing. Alexander Tarča, PhD.

Vydavateľ / Publisher Vydavateľstvo EKONÓM, Bratislava

Vydanie / Edition Prvé / First

Tlač / Press TU v Košiciach, Fakulta BERG
Dekanát - Edičné stredisko

Náklad / Printing 150

Rok / Year of publication 2017

Strany / Pages 142

ISBN 978-80-225-4384-2

Publikácia neprešla jazykovou úpravou. Za obsahovú a jazykovú stránku textu abstraktov zodpovedajú jednotliví autori.

This publication did not pass the language editing. All authors are responsible for the content and language level of their abstracts.

© Podnikovohospodárska fakulta Ekonomickej univerzity v Bratislave so sídlom v Košiciach, Tajovského 13, 041 30 Košice. Slovenská republika, 2017.

Medzinárodný vedecký výbor

prof. Ing. Bohuslava MIHALČOVÁ, PhD. & PhD. – predseda, Ekonomická univerzita v Bratislave, SK

prof. Ing. Ferdinand DAŇO, PhD. – rektor Ekonomickej univerzity v Bratislave, SK

doc. RNDr. Zuzana HAJDUOVÁ, PhD. - dekan Podnikovohospodárskej fakulty Ekonomickej univerzity v Bratislave so sídlom v Košiciach, SK

Dr. h. c. prof. RNDr. Michal TKÁČ, CSc. - Ekonomická univerzita v Bratislave, SK

doc. Ing. Mgr. Zuzana JUHÁSZOVÁ, PhD. - Ekonomická univerzita v Bratislave, SK

prof. h. c. doc. Ing. Vladimír NĚMEC, Ph.D., mim. prof. – České vysoké učení technické v Praze, CZ

Prof. dr hab. Andrzej SZROMNIK - Uniwersytet Ekonomiczny w Krakowie, PL

Prof. Dr. Zoltán SZAKÁLY – Debreceni Egyetem, HU

prof. Ing. Kani KABDI, PhD. – L. N. Gumilyov Eurasian National University Astana, KZ

Prof. Marina KHAYRULLINA, D. Sc.- Novosibirsk State Technical University, RU

prof. Ing. Adriana CSIKÓSOVÁ, CSc. - Technická univerzita v Košiciach, SK

prof. Ing. Jaroslav DVOŘÁČEK, CSc. – Vysoká škola báňská – Technická univerzita Ostrava, CZ

Dr. h. c. doc. Ing. Stanislav SZABO, PhD., MBA, LL.M – České vysoké učení technické v Praze, CZ

doc. Ing. Elena ŠÚBERTOVÁ, PhD. - Ekonomická univerzita v Bratislave, SK

doc. dr Igor BUDAK – Univerzitet u Novom Sadu, RS

dr hab. Inż. Magdalena RZEMIENIAK, prof. PL – Politechnika Lubelska, PL

dr hab. Inż. Artur PAŹDZIOR, prof. PL – Politechnika Lubelska, PL

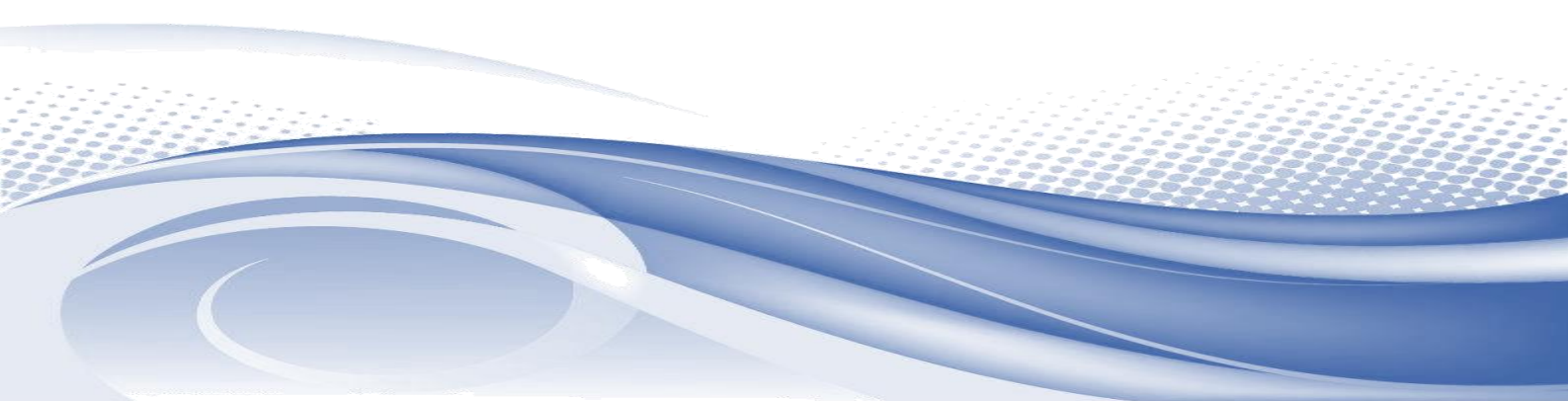
dr hab. Anna SZYLAR – Państwowa Wyższa Szkoła Zawodowa v Tarnobrzegu, PL

dr hab. Paweł MARZEC, prof. KUL – Katolicki uniwersytet Lubelski Jana Pawła II, PL

dr hab. Inż. pil. Jarosław KOZUBA, Profesor nzw. – Wyższa szkoła oficerska sił powietrznych, PL

Vitaliy SERZHANOV, Ph.D., Associate Professor – Faculty of Economics of Uzhhorod National University, UA

Ing. Attila TÓTH, PhD. – Novitech Partner s.r.o., SK



Programový výbor

Ing. Magdaléna FREŇÁKOVÁ, PhD. – predseda, Ekonomická univerzita v Bratislave, SK
doc. PhDr. Mária Ria JANOŠKOVÁ, PhD. – podpredseda, Technická univerzita v Košiciach, SK
prof. Ing. Michal PRUŽINSKÝ, CSc. – Ekonomická univerzita v Bratislave, SK
Prof. dr hab. Zbigniew MAKIEŁA – Uniwersytet Jagielloński w Krakowie, PL
prof. dr hab. inż. Stanisław SKOWRON – Politechnika Lubelska, PL
prof. h. c. Ing. Martin BOSÁK, PhD. – Ekonomická univerzita v Bratislave, SK
doc. PhDr. Alena NOVOTNÁ, PhD. – Katolícka univerzita v Ružomberku, SK
Ing. Alexander TARČA, PhD. – Ekonomická univerzita v Bratislave, SK
dr. Magdalena MACIASCZYK – Politechnika Lubelska, PL
dr. Paweł MACIASCZYK – Państwowa Wyższa Szkoła Zawodowa w Tarnobrzegu, PL
Ing. Peter ČEKAN, PhD. – Technická univerzita v Košiciach, SK
Ing. Jakub KRAUS, Ph.D. – České vysoké učení technické v Praze, CZ
Ing. Radoslav ŠULEJ, PhD. – Technická univerzita v Košiciach, SK
Dr. Zsolt POLERECZKI – Debreceni Egyetem, HU
Ing. Marianna KICOVÁ, PhD. – Ekonomická univerzita v Bratislave, SK
Ing. Jozef BALUN – Novitech a. s., SK
Mgr. Gabriela SANČIOVÁ – Ekonomická univerzita v Bratislave, SK
Ing. Jozef LUKÁČ – Ekonomická univerzita v Bratislave, SK

Organizačný výbor

Ing. Petra SZARYSZOVÁ, PhD. – predseda, Ekonomická univerzita v Bratislave, SK
Ing. Lenka ŠTOFOVÁ, PhD. – podpredseda, Ekonomická univerzita v Bratislave, SK
doc. Ing. Jana NAŠČÁKOVÁ, PhD. – Ekonomická univerzita v Bratislave, SK
Ing. Cecília OLEXOVÁ, PhD. – Ekonomická univerzita v Bratislave, SK
dr. inż. Joanna WYRWISZ – Politechnika Lubelska, PL
dr. Agnieszka RZEPKA – Politechnika Lubelska, PL
Ing. Luboš SOCHA, PhD. & Ph.D. – Technická univerzita v Košiciach, SK
RNDr. Ján SABOL, PhD. – Slovenská asociácia procesného riadenia, SK
Ing. Róbert ROZENBERG, PhD. – Technická univerzita v Košiciach, SK
Ing. Vladimír SOCHA, PhD. – České vysoké učení technické v Praze, CZ
Ing. Peter POÓR, PhD. – Technická univerzita v Košiciach, SK
Ing. Jaroslav DUGAS, PhD. – Ekonomická univerzita v Bratislave, SK
Ing. František HURNÝ – Ekonomická univerzita v Bratislave, SK
Ing. Martin MUCHA – Ekonomická univerzita v Bratislave, SK

PREDSLOV

Ctené dámy, vážení páni,

v dňoch 18. – 20. mája 2017 už tradične Podnikovohospodárska fakulta Ekonomickej univerzity v Bratislave so sídlom v Košiciach, organizuje spolu s partnermi 5. ročník medzinárodnej vedeckej konferencie: Marketing manažment, obchod, finančné a sociálne aspekty podnikania – MTS 2017. Jej zámerom je vychádzajúc z analýzy aktuálneho stavu problematiky na Slovensku a vo vyspelom zahraničí rozšíriť poznanie v teórii, vede a výskume, metodológii a praxi. Súčasné obdobie potrebuje prepojenosť, interdisciplinaritu pri riešení rôznych spoločenských, ekonomických, kultúrnych a iných tém, a to nielen na štátnej, regionálnej a lokálnej, ale aj na medzinárodnej úrovni. Známy stratég Sun Tzu pred mnohými rokmi povedal: *„Vodca, ktorý vyjde z bojov ako víťaz, má už pred bojom jasný plán, premyslenú stratégiu. Vodca, ktorý je porazený, nedokázal zrejme už pred bojom v chráme uzrieť svoje víťazstvo. Pokoj a rozvaha predchádza víťazstvu, nepokoj privodí porážku. A čo ešte ten, čo bojuje úplne bez rozmyslu! Vychádzajúc z týchto poznatkov, môžem jasne predpovedať, kto zvíťazí a kto prehrá“*. Dnešný globalizovaný svet a podnikanie zvlášť potrebuje premyslenú stratégiu. Preto sa aj organizátori podujatia rozhodli pre takúto platformu, ktorá bude rozvíjať myšlienky ako sa stať eticky konkurencieschopným a užitočným.

Vážené dámy a páni, predložený zborník abstraktov je prvým krokom pre začatie konferencie. Želajme si spoločne, aby bola zaujímavá, obohacujúca a podnetná pri rozvíjaní poznatkov vedy a techniky, v ktorejkoľvek oblasti vedeckého bádania.

Košice 8. máj 2017

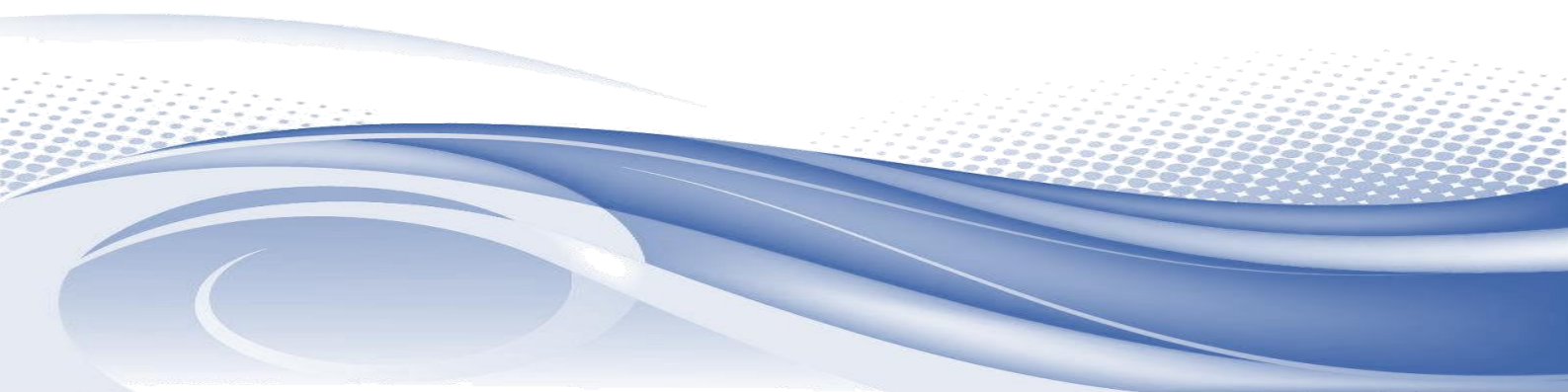
prof. Ing. Bohuslava Mihalčová, PhD. & PhD.
predseda medzinárodného vedeckého výboru konferencie



The 5th International Scientific Conference

MARKETING MANAGEMENT, TRADE, FINANCIAL AND SOCIAL ASPECTS OF BUSINESS

Košice, the Slovak Republic and Tarnobrzeg, the Republic of Poland, May 18 – 20, 2017



OBSAH

Technical feasibility of short-distance freight transportation using unmanned aerial vehicles	
<i>ABSOLON Stanislav, LIPTÁK Tomáš, NOVÁK Martin</i>	15
Možnosti využitia energetických plodín v procese produkcie energie z obnoviteľných zdrojov	
<i>ADAMIŠIN Peter, HUTTMANOVÁ Emília, CHOVANCOVÁ Jana</i>	16
Assessment of environmental loading of urban area by using fuzzy multi-criteria decision making	
<i>AGARSKI Boris, VUKELIC Djordje, SIMUNOVIC Katica, BUDAK Igor</i>	17
Ecological aspects of manufacturing enterprises activities: analysis methods and procedures	
<i>AMANZHLOVA Bibigul, KHOMENKO Elena</i>	18
Identification of the risks of PPP projects and their valuation	
<i>AUGUSTÍNOVÁ Edita</i>	19
Komparácia vývoja vybraných ukazovateľov produkcie a nakladania s odpadom v Európskej únii	
<i>BAČOVÁ Monika, STRIČÍK Michal</i>	20
Management styles and human capital development as a basic assumption of maximizing the company's market value	
<i>BADURA Peter, VAVROVÁ Katarína, BIKÁR Miloš, KMEŤKO Miroslav</i>	21
Analysis of ergonomics risks using the method RULA for selected profession	
<i>BALAŽÍKOVÁ Michaela, DULEBOVÁ Martina</i>	22
Inovácie – riadený proces v modernej agilnej organizácii	
<i>BALUN Jozef</i>	23
Economic features of environment of the countries V4 and influence on business environment	
<i>BARTOŠ Adam</i>	24
Management of technological innovation introducing in mineral industry	
<i>BAUER Viliam, HERMAN Martin, ZÁPACH Jakub</i>	25
Consumer neuroscience as an effective tool of marketing management	
<i>BERČÍK Jakub</i>	26
Changes to transportation systems and socio-economic impacts	
<i>BÍNOVÁ Helena, HERALOVÁ Daniela</i>	27
Finančný reporting - nástroj zvyšovania efektívnosti malých a stredných podnikov	
<i>BLAHÚTOVÁ Slavomíra, SEDLAČIKOVÁ Mariana</i>	28
Výsledky aplikácie metódy Value Stream Mapping vo výrobnom podniku	
<i>BOSÁK Martin, TARČA Alexander, RUDY Vladimír, BELASOVÁ Anna</i>	29

A new requirements of ISO 9001:2015 standard	
<i>ČEKANOVÁ Katarína, RUSKO Miroslav</i>	30
Zvláštnosti v riadení sociálneho podniku vo svetle spoločenskej zodpovednosti firiem	
<i>ČERNÁ Ľubica, SYROVÁTKOVÁ Jaroslava</i>	31
Využitie logistických princípov v manažmente cestovnej kancelárie	
<i>ČULKOVÁ Katarína, MATUŠKOVÁ Simona, WEISS Erik, KUZEVIČOVÁ Žofia</i>	32
Interný a externý audit: vzájomný vzťah a efekty	
<i>DAŇOVÁ Monika, DAŇKOVÁ Zuzana</i>	33
Kľúčové faktory udržateľnosti ťažby vybranej nerastnej suroviny	
<i>DOMARACKÁ Lucia, TAUŠOVÁ Marcela, SHEJBALOVÁ MUCHOVÁ Mária, BENČOOVÁ Barbora</i>	34
Fast-growing companies: multivariate estimation of growth potential. Evidence from Russia	
<i>DRAGUNOVA Evgeniia</i>	35
Implementation business intelligence tools in the companies	
<i>DUGAS Jaroslav, SEŇOVÁ Andrea, KRŠÁK Branislav, FERENCZ Vojtech</i>	36
The use of the geographic information system for qualified estimation of opportunities to utilize GNSS for instrument approach	
<i>ĎURČO Stanislav, SABO Jozef, ČEKANOVÁ Daniela, PUŠKÁŠ Tomáš</i>	37
The issue of sustainable industrial growth as regards mineral resources	
<i>DVOŘÁČEK Jaroslav, SOUSEDÍKOVÁ Radmila, KUDELOVÁ Zuzana, MATUŠKOVÁ Simona</i>	38
Influence of new regulations of law on costs of functioning SMEs in Eastern Poland	
<i>DZIECHCIARZ Tomasz</i>	39
Spatial diversity of the financial situation of the municipalities and the process of development. Case study of municipalities of Świętokrzyskie Voivodeship	
<i>DZIEKAŃSKI Paweł</i>	40
Vybrané aspekty manažmentu prevádzky leteckých elektronických zabezpečovacích systémov	
<i>DŽUNDA Milan, ČEKANOVÁ Daniela, MIŽENOVÁ Žaneta, ŠUSTEROVÁ Zuzana</i>	41
Development of airlines business models	
<i>ENDRIZALOVÁ Eva, NOVÁK Martin, KAMENÍKOVÁ Iveta</i>	42
Verbal Expressions of Mental Imbalance among Air Traffic Controllers (ATC)	
<i>FÁBRY Ľubomír, ROZENBERG Róbert, SOCHA Ľuboš, SOCHA Vladimír</i>	43
Logistics management of airports	
<i>FERENCOVÁ Jana, KOŠČÁK Peter, FERENC Ján, PULIŠ Pavel</i>	44
Ergonomické programy založené na koncepte HCS model 3E ako neoddeliteľná súčasť USZP	
<i>FIDLEROVÁ Helena, HATJAR Karol, SAKÁL Peter</i>	45

The utilization of chosen indicators of cost controlling and sales controlling of agricultural companies in Slovakia	
<i>FILARSKÁ Jana</i>	46
Skúmanie inovačných výstupov malých a stredných podnikov financovaných rizikovým (venture) kapitálom v podmienkach Slovenskej republiky	
<i>FREŇÁKOVÁ Magdaléna</i>	47
Modern Business models and prediction in tourism	
<i>GALLO Peter, KARAHUTA Miroslav, MATUŠÍKOVÁ Daniela, ŠENKOVÁ Anna</i>	48
Strategické riadenie pomocou konceptu Balanced Scorecard v ťažobnom priemysle	
<i>GALLO Peter, MIHALČOVÁ Bohuslava</i>	49
Research and development of new ergonomic tool in the meaning of the Industry 4.0 concept	
<i>GAŠOVÁ Martina, GAŠO Martin, ŠTEFÁNIK Andrej</i>	50
Zlepšovanie kvality v praxi pomocou nástroja kvality Global8D	
<i>GIRMANOVÁ Lenka, ŠOLC Marek, KLIMENT Juraj, DIVOKOVÁ Adriana</i>	51
Tvorba multikriteriálneho indexu so zameraním na kvalitu života	
<i>HAJDUOVÁ Zuzana</i>	52
Dependence quantification of comparative advantage on V4 export performance	
<i>HAMBÁLKOVÁ Mária, KÁDEKOVÁ Zdenka</i>	53
Cross-border M&A activity within European area	
<i>HEČKOVÁ Jaroslava, CHAPČÁKOVÁ Alexandra, LITAVCOVÁ Eva, MARKOVÁ Stela</i>	54
Application of controlling tools with a focus on business performance improvement	
<i>HORVÁTHOVÁ Jarmila, MOKRIŠOVÁ Martina</i>	55
Manager's ability to make right decisions	
<i>HRABLIK CHOVANOVÁ Henrieta, BABČANOVÁ Dagmar, FIRSOVA Svetlana, SAMÁKOVÁ Jana</i>	56
Building competitive advantage	
<i>HRUŠOVSKÁ Dana, MATUŠOVIČ Martin</i>	57
Types of managers and moral reasoning	
<i>HVASTOVÁ Jozefína</i>	58
RFID as innovation for improvement of manufacturing plant performance	
<i>HYRÁNEK Eduard, SOROKAČ Adam, MIŠOTA Branislav</i>	59
Preventing unfair competition in Poland	
<i>CHOCHOWSKI Krzysztof</i>	60
Inventory optimization in electrode production	
<i>KHAYRULLINA Marina, KISLITSINA Olga, CHUVAEV Alexey</i>	61
Information technology in logistics	
<i>ISKRA Mariusz</i>	62

The possibilities of using the queuing theory to optimize the parameters of aircraft ground handling by using the cost function	
<i>JENČOVÁ Edina, VAGNER Juraj, KOŠČÁK Peter, MIŽENKOVÁ Žaneta</i>	63
The desing of the methodology of creation of a competency model of employees of industrial enterprises in Slovakia with the utilization of the AHP method in the context of sustainable	
<i>JURÍK Lukáš, SAKÁL Peter</i>	64
Metóda modelovania optimalizácie dostupnosti náhradných dielov a komponentov pre automobilový priemysel	
<i>KABDI Kani, SULEIMENOV Tynys, ABAY Aigul, BOSÁK Martin</i>	65
Developing of pricing system providing efficient price management for russian enterprises	
<i>KASHIRINA Anna</i>	66
Regulation of residual deficit in subsystems discrete manufacturing	
<i>KHAYRULLINA Marina, MAMONOV Valeriy</i>	67
Role of corporate social responsibility in sustainable development: the Russian situation in the context of the international comparisons	
<i>KHAYRULLINA Marina</i>	68
Finančné vykazovanie subjektov verejného sektora podľa Koncepčného rámca	
<i>KICOVÁ Marianna</i>	69
Business performance management in small and medium sized companies - case of the software package and its implementation	
<i>KLUČKA Jozef</i>	70
Nový prístup k verejným zdrojom vo svetle tzv. protischránkového zákona	
<i>KMEŤOVÁ Oľga</i>	71
Tourism information flows in destination management	
<i>KOL'VEKOVÁ Gabriela, LIPTÁKOVÁ Erika, SIDOR Csaba, KRŠÁK Branislav</i>	72
Economic aspects of inspection of pipelines with unmanned aerial vehicles	
<i>KOVÁCS Csaba, SZABO Stanislav, ABSOLON Stanislav</i>	73
Corporate reputation in automotive industry	
<i>KOZÁKOVÁ Mária, LUKÁČ Jakub</i>	74
Modern technologies using in the ergonomics application in logistics	
<i>KRAMÁROVÁ Miroslava, DULINA Ľuboslav, ČECHOVÁ Ivana, KRAJČOVIČ Martin</i>	75
The economics of VFR to IFR aerodromes change	
<i>KRAUS Jakub, ŠTUMPER Marek, HULÍNSKÁ Šárka, SVOBODA Karel</i>	76
Usability of online public data for flexible Slovak DMOs knowledge and marketing management	
<i>KRŠÁK Branislav, SIDOR Csaba, ŠTRBA Ľubomír</i>	77
Efficiency of selected primary health care facilities	
<i>LACKO Roman, HURNÝ František</i>	78

Integrating safety, quality and reliability for management of production and service delivery	
<i>LALIŠ Andrej, KRAUS Jakub, VITTEK Peter</i>	79
Application of computer aided technology in production system planning	
<i>LECKÝ Šimon, VÁCLAV Štefan, MICHAL Dávid, KOŠŤÁL Peter</i>	80
Creative quality management	
<i>LINCZÉNYI Alexander, NOVÁKOVÁ Renata</i>	81
Predikcia finančného zdravia podnikov na základe globálne orientovaného modelu bankrotu	
<i>LUKÁČ Jozef</i>	82
Municipal enterprises	
<i>MARCIN JAKUBÍKOVÁ Hana</i>	83
The role of value-added taxes in e-commerce in the EU	
<i>MARTINKOVÁ Slavomíra, BANÓCIOVÁ Anna</i>	84
The sector of biotechnology in Poland	
<i>MARZEC Paweł, KRAWCZYK Grzegorz</i>	85
Shared services centers and their task at enterprise financial management	
<i>MATEÁŠOVÁ Martina, MELUCHOVÁ Jitka</i>	86
Endogenous and exogenous effects of innovation activity enterprises in the era Industry 4.0	
<i>MATUŠOVIČ Martin, HRUŠOVSKÁ Dana</i>	87
Prispôsobenie plôch pre prevádzku veľkokapacitných lietadiel na letisku Košice	
<i>MELNÍKOVÁ Lucia, JENČOVÁ Edina, VAJDOVÁ Iveta, PILÁT Marek</i>	88
Risk resources of decision-making in the small and medium enterprises	
<i>MÍKA Vladimír Tomáš, HUDÁKOVÁ Mária</i>	89
Economic conditionality of law and responsibilities associated with this	
<i>MIKHAYLINA Tetyana, PALAŠČÁKOVÁ Daniela</i>	90
Identification of startups through financial indicators: a case of the ICT branches	
<i>MILDEOVÁ Stanislava</i>	91
Udržateľný rozvoj vybraného regiónu s utlmeným baníctvom z pohľadu podpory cestovného ruchu	
<i>MIXTAJ Ladislav, CSIKÓSOVÁ Adriana, WEISS Erik, WEISS Roland</i>	92
The fee policy and the financing of air navigation services in the Czech and Slovak Republic	
<i>MIŽENKOVÁ Žaneta, VAGNER Juraj, JENČOVÁ Edina, TOBISOVÁ Alica</i>	93
Finančné riadenie vybranej spoločnosti	
<i>NIŽNÍKOVÁ Zuzana, MANOVÁ Eva, LUKÁČ Jozef, SIMONIDESOVÁ Jana</i>	94
Types of unmanned aerial vehicles for package transport	
<i>NOVÁK Martin, HŮLEK David</i>	95
Effect of gender and personality traits (BFI-10) on innovativeness	
<i>OLEXOVÁ Cecília, SUDZINA František</i>	96

Vykazovanie udržateľného rozvoja podniku v Slovenskej republike v nadväznosti na transpozíciu Smernice Európskeho parlamentu a Rady 2013/34/EÚ	
<i>PAKŠIOVÁ Renáta, ORISKOVÁ Denisa, LOVCIOVÁ Kornélia</i>	97
Porovnanie vybraných poplatkových nástrojov v oblasti nakladania s odpadom na Slovensku a v krajinách Európskej únie	
<i>PALAŠČÁKOVÁ Daniela, JANOŠKOVÁ Mária</i>	98
Material flow cost accounting as a tool of the production management	
<i>PALÁSEK Jiří, HYRŠLOVÁ Jaroslava, SOUŠEK Radovan</i>	99
Choice of the form for presentation of financial statements as a managerial decision	
<i>PARAJKA Branislav, KŇAŽKOVÁ Veronika</i>	100
Economic factors of entrepreneurship development in the Eastern Poland	
<i>PAŹDZIOR Artur, JANIK Wiesław</i>	101
The implication of behavioral finance biases in use of Lean Six Sigma	
<i>PETRÍK Vladimír, SEDLIAČIKOVÁ Mariana</i>	102
Prístupy k zvýšeniu konkurencieschopnosti výrobných buniek	
<i>PILAT Zbigniew, HAJDUK Mikuláš, JENČÍK Róbert, VARGA Jozef</i>	103
Information management of catastrophic risk management	
<i>PINDA Ľudovít, MIŠOTA Branislav</i>	104
Going worldwide with a local strategy - International business	
<i>POÓR Peter</i>	105
Deficits in social disasters' management and tasks for future research	
<i>PROCHÁZKOVÁ Dana, SZABO Stanislav</i>	106
Personal sales strategies	
<i>PRUŽINSKÝ Michal</i>	107
Projektovanie a správa inteligentných budov strojárskych výrob	
<i>RUDY Vladimír, BOSÁK Martin, IŽÁRIKOVÁ Gabriela</i>	108
Kvantifikácia zamestnancov v prostredí priemyslu 4.0	
<i>RUDY Vladimír, RUSNÁK Ján</i>	109
The modification in the approach to the consumer in marketing 3.0	
<i>RZEMIENIAK Magdalena, MACIASZCZYK Magdalena</i>	110
Innovative character of the contemporary enterprise and determinants of innovation	
<i>RZEPKA Agnieszka</i>	111
Use of social network sites profiles in the application process	
<i>SANDER Tom, SLOKA Biruta, MANSBERGER Marion</i>	112
Financial statements in the financial decision making	
<i>SEDLÁČEK Jaroslav, SKALICKÝ Roman</i>	113
Modelové riešenie procesu hodnotenia a výberu dodávateľov prostredníctvom softvérovej podpory	
<i>SEŇOVÁ Andrea, CSIKÓSOVÁ Adriana, JANOŠKOVÁ Mária, ČULKOVÁ Katarína</i>	114

Environmental management and innovation in hotel industry viewed in customer perception	
<i>SEPIOLO Joanna</i>	115
Assessment of the current remuneration system in a selected institution of public administration	
<i>SERZHANOV Vitaliy, ŠTOFOVÁ Lenka, SZARYSZOVÁ Petra</i>	116
Daňové reformy ako účinný nástroj modernizácie daňových systémov vo svete	
<i>SIMONIDESOVÁ Jana</i>	117
Critical elements in the area of possible improvement and development of aviation training effectiveness	
<i>SOCHA Luboš, KAĽAVSKÝ Peter, KUŠMÍREK Stanislav, SOCHA Vladimír</i>	118
The use efficiency of flight simulators for pilots training	
<i>SOCHA Vladimír, SOCHA Luboš, HANAKOVA Lenka, VLCEK Stepan</i>	119
Incremental innovation and implementation of concept industry 4.0	
<i>SOROKAČ Adam, MIŠOTA Branislav</i>	120
Finančné a sociálne aspekty pri založení krajskej dopravnej spoločnosti	
<i>SOUŠEK Radovan, HRYŠLOVÁ Jaroslava, NEMEC Vladislav</i>	121
Succession and generational change in family businesses	
<i>SROVNALÍKOVÁ Paulína, ŠUBERTO VÁ Elena</i>	122
Vplyv európskych trendov platobných služieb na podniky	
<i>ŠTOFOVÁ Lenka, SZARYSZOVÁ Petra</i>	123
Uplatnenie absolventov vysokých škôl na slovenskom trhu práce	
<i>STRIČÍK Michal, BAČOVÁ Monika</i>	124
The quality university education as a prerequisite for development of human capital in business	
<i>ŠUBERTO VÁ Elena, HALAŠOVÁ Darina</i>	125
Road design by taking into account analysis of stress-strain state of bare boards	
<i>SULEIMENOV Tinys, SULTANOV Timur, TLEPIYEVA Gulnar, SOVET Yerden</i>	126
Progressive methods of increasing the flexibility of air traffic management	
<i>ŠUSTEROVÁ Zuzana, ČEKANOVÁ Daniela, SOCHA Ľuboš, HURNÁ Soňa</i>	127
Risk based indicators and their economic usage	
<i>SZABO Stanislav, PLOS Vladimír, VITTEK Peter, HULÍNSKÁ Šárka</i>	128
Modelovanie procesu vzniku invencií v malých a stredných podnikoch	
<i>SZARYSZOVÁ Petra, ŠTOFOVÁ Lenka</i>	129
The use of financial resources from the “Family 500 plus” government programme in households of Podkarpacie – the research results	
<i>SZROMNIK Andrzej, WOLANIN-JAROSZ Elzbieta</i>	130
Evaluation of quality management processes focused on efficiency and functionality	
<i>TEPLICKÁ Katarína, KADÁROVÁ Jaroslava, HURNÁ Soňa</i>	131

Energetické klastre ako nástroj konkurencieschopnosti regiónov	
<i>TOKARČÍK Alexander, ROVNÁK Martin, CHOVANCOVÁ Jana, WISZ Grzegorz</i>	132
Risk analysis of fire lifts and safety rules	
<i>TOMAŠKOVÁ Marianna, NAGYOVÁ Marta</i>	133
Alliance cooperation of low-cost carriers as a new phenomenon in the provision of air services	
<i>TOMOVÁ Anna, NOVÁK SEDLÁČKOVÁ Alena</i>	134
Trends in environmentally related taxes	
<i>VAVROVÁ Katarína, BADURA Peter, BIKÁR Miloš, KMEŤKO Miroslav</i>	135
Zefektívnenie vybraných aktivít v rámci rozvoja ľudského kapitálu v sektore hospitality	
<i>WEISS Erik, LABANT Slavomír, ZUŽIK Jozef, GERGELOVÁ Marcela</i>	136
Podpora informačných technológií pri uplatňovaní princípov znalostného manažmentu	
<i>WEISS Gabriel, GERGELOVÁ Marcela, MIXTAJ Ladislav, LABANT Slavomír</i>	137
The potential of using event marketing	
<i>WYRWISZ Joanna</i>	138
Big Data as a challenge for project management	
<i>ZÁHUMENSKÝ Peter, OLEXOVÁ Cecília</i>	139
Hodnotenie finančnej situácie vybraného podniku cestovného ruchu pomocou súhrnných indexov	
<i>ZUŽIK Jozef, ČULKOVÁ Katarína, JANOŠKOVÁ Mária, SEŇOVÁ Andrea</i>	140
Financial resources of innovative activity in small and medium-sized enterprises in Rzeszów county. Based on agri-food industry	
<i>ZYCH Anna</i>	141

Technical feasibility of short-distance freight transportation using unmanned aerial vehicles

ABSOLON Stanislav ^{1,a*}, LIPTÁK Tomáš ^{1,b}, NOVÁK Martin ^{1,c}

¹České vysoké učení technické v Praze, Fakulta dopravní, Horská 3, 128 03 Praha 2, Česká republika

^{a*} absolsta@fd.cvut.cz, ^b liptatom@fd.cvut.cz, ^c novakm11@fd.cvut.cz

Key words: Unamanned airplane, UAV, RPAS, Logistic, Urban area.

Abstract

In the 21st century, the affordability of unmanned aerial vehicles (UAVs) and the rapid progress in the technology can be seen. A connection of the UAVs with the logistic process is being discussed today particularly with regard to the future advancements in this field, i.e. air freight transportation. Not only does it refer to the air freight transportation in general, but also to the processes that are related to this activity. This article discusses the technical feasibility with respect to both time and economic requirements. Operating the UAVs is a sophisticated process consisting of a large number of sub-processes such as air route planning, technical parameters of the aviation technology, demands on the operation facility, professional staff etc. The article presents a model of the air freight transport of small and medium-sized parcels using the UAVs operated in an area, a medium-sized city, with up to one million inhabitants. The time aspects and the costs are considered with emphasis on the effective operation within the area. The areas where the operation of the UAVs may be either prohibited or restricted were also concerned in the calculations.

Možnosti využitia energetických plodín v procese produkcie energie z obnoviteľných zdrojov

ADAMIŠIN Peter ^{1,a *}, HUTTMANOVÁ Emília ^{1,b}, CHOVANCOVÁ Jana ^{1,c}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Ul. 17. novembra č.15,
080 01 Prešov, Slovenská republika

^{a *} peter.adamisin@unipo.sk, ^b emilia.huttmanova@unipo.sk, ^c jana.chovancova@unipo.sk

Kľúčové slová: Energetické plodiny, Biomasa, Obnoviteľné zdroje energie, Bioenergia.

Abstrakt

Jedným z celosvetových strategických problémov udržateľného rozvoja sa stáva zásobovanie energiou. Pestovanie energetických plodín je jednou z možností produkovania energie z obnoviteľných zdrojov. Pestovanie energetických plodín je možné realizovať aj na menej produktívnych, tzv. sekundárnych pôdach. Pestovaním energetických plodín je možné zabezpečiť revitalizáciu poškodených pôd ako aj zabezpečiť zachovanie produkčných i mimoprodukčných pôdných vlastností. Vhodnou alternatívou využitia poľnohospodárskej pôdy, ktorú z rôznych dôvodov, vrátane ekonomických, nie je možné využívať na výrobu potravín, je produkcia biomasy na výrobu energie. Produkcia biomasy má význam nielen ako zdroj energie, ale aj v sociálno-ekonomickej oblasti. Predovšetkým na vidieku má možnosti vytvárať rad nových pracovných príležitostí a súčasne zabezpečovať aj udržiavanie a kultiváciu krajiny. Jedným z hlavných cieľov EÚ do roku 2020 je získať 20 % energie z obnoviteľných zdrojov (cieľ v oblasti Zmena klímy a energetická udržateľnosť). Jednou z možností pre dosiahnutie daného cieľa je intenzívnejšie využívanie práve energetických plodín. Cieľom príspevku je zhodnotiť možnosti produkcie bioenergie z energetických plodín v podmienkach Slovenska.

Assessment of environmental loading of urban area by using fuzzy multi-criteria decision making

AGARSKI Boris^{1,a*}, VUKELIC Djordje^{1,b}, SIMUNOVIC Katica^{2,c*},
BUDAK Igor^{1,d}

¹ University of Novi Sad, Faculty of Technical Sciences, Trg Dositeja Obradovica 6,
21000 Novi Sad, Serbia

² J. J. Strossmayer University of Osijek, Mechanical Engineering Faculty in Slavonski
Brod, Trg Ivane Brlic-Mazuranic 2, 35000 Slavonski Brod, Croatia

^{a*} agarski@uns.ac.rs, ^b vukelic@uns.ac.rs, ^c Katica.Simunovic@sfsb.hr, ^d budaki@uns.ac.rs,

Key words: Multi-criteria, Urban area, Environmental loading, Fuzzy logic.

Abstract

The urban environment is affected by various environmental impacts where total environmental loading can be assessed with decision making methods such as multi-criteria decision making. Multi-criteria decision making is used when multiple alternatives, in this case urban areas, on the bases of multiple criteria, need to be evaluated. This research proposes a framework for fuzzy multi-criteria decision making which can be used for evaluation of the total environmental loading of different city areas. In multi-criteria decision making two sets of weighting factors are defined: subjective and objective. After defining two sets of weighting factors, fuzzy inference system integrates subjective and objective weighting factors. Verification of proposed framework was realized on an urban area where six city locations were evaluated. Criteria for evaluation of environmental loading were indicators of air quality, noise level, and frequency of pass by vehicles. The outcome of this research, the developed framework and obtained evaluation results, are intended to be used for presenting the total environmental loading of urban areas to the decision makers, public and municipalities.

Ecological aspects of manufacturing enterprises activities: analysis methods and procedures

AMANZHLOVA Bibigul ^{1,a*}, KHOMENKO Elena ^{1,b}

¹ Novosibirsk State Technical University, Faculty of Business, Karl Marx Avenue 20,
630073 Novosibirsk, Russia

^{a*} amanzholova@corp.nstu.ru, ^b homenko_ev@mail.ru

Key words: Corporate social responsibility, Reporting, Ecological activity.

Abstract

Timeliness of the problems connected with disclosure of information on ecological activities in the reporting of manufacturing enterprises is caused by features of the Russian national model of sustainable development which doesn't have today sufficient experience and the developed regulatory framework, and also by nature, intensity and scales of impact of the entities on the environment determining their ecological characteristic. Authors consider that the manufacturing enterprises oriented to sustainable development have to meet the requirements of the concerned parties in the information on results of its activities characterizing both the state of business, and social and ecological aspects. It is obvious that under uncertainty of social responsibility parameters of manufacturing enterprises and objectively existing misbalance between the economic, social and ecological aspects disclosed in the reporting new approaches to the analysis of disclosure of the information on ecological activities are necessary. Authors offered specific methods and procedures for the analysis of representation and disclosure of information on ecological activities that provides complex assessment of corporate social responsibility on the basis of the public reporting parameters variability. Approbation of the method provided systematization of the statutorily prescribed finance indicators of ecological activities, provisions and indirect liabilities according to accounting standards, and also voluntarily incurred liabilities in nature protection activities.

Identification of the risks of PPP projects and their valuation

AUGUSTÍNOVÁ Edita ^{1,a *}

¹ Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19,
042 00 Košice, Slovenská republika

^{a*} edita.augustinova@gmail.com

Key words: Public-private partnership, DBFO model, Risk management, Water infrastructure.

Abstract

Projects of water infrastructure (drinking water supply and drainage and sewage treatment), can be at various risks which may affect their feasibility. Therefore the important aspect of the project implementation in the water sector can be an assessment of the risk which may affect the project at various stages. When deciding on implementation of a project using conventional (PSC) model or PPP model, there is necessary to consider the possibility of effective risk management and risk allocation between the public and private sector. Risk is an important factor which affects the impact of the successful completion of a project in financial, temporal and qualitative perspectives. This article deals with identifying and quantifying potential risks on the side of private as well as public partner using the DBFO model. The Design Build Finance Operate (DBFO) model is a form of Public-Private Partnership (PPP). A PPP is a contractual relationship between a public authority and a private contractor used for construction projects requiring long-term investments. Significant for the DBFO model is that while the public authority is the owner, it is the private contractor that designs, builds, finances and operates the construction in question. The environmental potential in DBFOs would be considerably larger if public sector procurers focused more on the environmental side of the projects. The private sector's role in the partnership is to use of its expertise in commerce, management, operations, and innovation to run the business efficiently. The private partner may also contribute investment capital depending on the form of contract.

Komparácia vývoja vybraných ukazovateľov produkcie a nakladania s odpadom v Európskej únii

BAČOVÁ Monika ^{1,a *}, STRIČÍK Michal ^{1,b}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} monika.bacova@euke.sk, ^b michal.stricik@euke.sk

Kľúčové slová: Odpad, Odpadové hospodárstvo, Produkcia odpadu, Nakladanie s odpadom, Zhodnocovanie odpadu.

Abstrakt

Vychádzajúc z definície pojmu odpad ako hnutelnej veci alebo látky, ktorej sa držiteľ zbavuje, chce zbaviť alebo je povinný sa zbaviť sme si stanovili cieľ príspevku, ktorým je analyzovať vývoj objemu produkcie odpadu, spôsobu nakladania s odpadom v členských krajinách Európskej únie ako aj a poukázať na možnosti zlepšenia v oblasti odpadového hospodárstva. V roku 2014 dvadsaťosem krajín Európskej únie vyprodukovalo 2 504,62 mil. ton odpadu. Z toho 3,8 % predstavoval nebezpečný odpad. V tom istom roku na Slovensku bolo vyprodukovaných 8 900,5 mil. ton odpadu, z čoho nebezpečný odpad predstavoval 4,2 %. Pozitívnym výsledkom pre Slovenskú republiku v porovnaní s priemerom Európskej únie je, že z celkového objemu nebezpečného odpadu bolo na skládkach uložených 26 % nebezpečného odpadu, kým v Európskej únii to bolo až 48 %. Na druhej strane negatívnym javom na Slovensku je, že kým v Európskej únii sa na skládkach uložilo 40,7 % z vyprodukovaného odpadu, na Slovensku to bolo až 52 %. Príčinou tohto neuspokojivého stavu boli aj pomerne nízke poplatky za skládkovanie, čo malo negatívny vplyv aj na recykláciu odpadu.

Management styles and human capital development as a basic assumption of maximizing the company's market value

BADURA Peter ^{1,a*}, VAVROVÁ Katarína ^{1,b}, BIKÁR Miloš ^{1,c},
KMEŤKO Miroslav ^{1,d}

¹ Ekonomická univerzita v Bratislave, Fakulta podnikového manažmentu,
Dolnozemska cesta 1, 851 04 Bratislava, Slovenská republika

^{a*} badura.peter@gmail.com, ^b katarina.vavrov10@gmail.com, ^c milos.bikar@gmail.com,
^d mkmetko@yahoo.com

Key words: Market value, Management, Effectiveness, Human capital, Capital development.

Abstract

In modern management the maximizing of company's market value, while taking into account the interests of all participants, is considered to be the main objective of every enterprise. Managers and the styles which they use in the management and leadership of employees affect critically the effectiveness, quality and the overall success of any organization. In our paper we have therefore focused on the management and development of human capital, which is the most important factor of the company's success. The goal of the article is to describe how to identify dominant management styles and how to find the most significant deviations from the desired state. Meeting the goal would make it possible to recommend such changes that would increase efficiency of any company and significantly improve the use of employees' full potential. Mainly analysis of current state and comparison of existing and desirable management styles have been used to achieve that goal. Multi-point scale and selected mathematical and statistical methods have been used to quantify the results. The used system of identification and correction of management styles has clearly proved its full functionality. It would therefore be desirable to apply the system in a much greater extent in the public or private companies. So it would be possible to correct undesirable actions and deviations soon enough and make the human resource management to be much more effective. Since the system is not limited to any geographical borders, it allows the human capital development in any company, whether within our country or abroad.

Analysis of ergonomics risks using the method RULA for selected profession

BALAŽÍKOVÁ Michaela^{1,a*}, DULEBOVÁ Martina^{1,b}

¹ Technická univerzita v Košiciach, Strojnícka fakulta, Letná 9, 042 00 Košice,
Slovenská republika

^{a*} michaela.balazikova@tuke.sk, ^b martina.dulebova@tuke.sk

Key words: Ergonomic evaluation, risk, Rapid Upper Limb Assessment, RULA, Workplace.

Abstract

Ergonomics is the science of designing the workplace, keeping in mind the capabilities and limitations of the worker. Poor worksite design leads to fatigued, frustrated and hurting workers. This rarely leads to the most productive worker. More likely, it leads to a painful and costly injury, lower productivity and poor product quality. Overall, the safety and health at work are ergonomics risks originators of serious damage to health or occupational disease. This article is focused on the issue of ergonomic risks analysis and occupational health at workplace. The primary objective of this article is extensively evaluate ergonomic condition with using ergonomic method RULA (Rapid Upper Limb Assessment) in selected workplace and subsequently proposes reasonable measures. In the first part of this article are briefly characterized the basic concepts of ergonomics and the most frequently used methods that deal directly with ergonomics aspects. The following part is characterized by an analysis of the work and the related evaluation of ergonomics RULA method using worksheets. Description of particular method and procedure is graphically displayed by illustrations. Therefore, were designed acute measures that are actually applicable in practice.

Inovácie – riadený proces v modernej agilnej organizácii

BALUN Jozef ^{1,a *}

¹ Novitech, a. s., Moyzesova 58, 040 01 Košice, Slovenská republika

^{a*} balun_jozef@novitech.sk

Kľúčové slová: Inovácie, Agilná organizácia, Inovačná zóna.

Abstrakt

Výskum z peňazí vytvára poznatky, inovácie vytvárajú z poznatkov hodnoty. Hodnoty môžu byť vo forme peňazí (väčší zisk, nižšie náklady, nižšia spotreba), skrátenia času (skoršie dodávky či implementácie riešenia, rýchlejšie dopravu, zníženie čakania/prestojov), zlepšenia životného prostredia (zníženie emisií, vyššiu mobilitu, lepšie prostredie), zlepšenia organizácie a riadenia (clustrovanie, zdieľanie poznatkov a hodnôt, zvýšenie kreativity). Inovácia stojí peniaze, generuje náklady v súčasnosti a zisky v budúcnosti. Veľa inovácií je neúspešných, nedosiahne očakávaný úžitok – hodnotu. Preto tie úspešné musia priniesť hodnoty, ktoré pokryjú aj neúspešné inovácie. Aby sme mali jednu úspešnú inováciu potrebujeme veľa inovačných nápadov (aj Einstein sa mohol zrodiť len pri dostatočnom počte fyzikov). Inovácia je riadený proces, má svoje pravidlá a potrebuje informačnú podporu. Tá zabezpečuje - zber a správu poznatkov pre inovačnú zónu (oblasť v ktorej chceme inovácie realizovať), definovanie cieľov a ich meranie, zber, hodnotenie a podporu inovačných nápadov, komunikáciu a kolaboráciu tímov, kompletnú správu dokumentácie, hľadanie vhodných partnerov na spoluprácu, definovanie a riadenie inovačných projektov či hodnotenie inovačných výsledkov (napĺňanie cieľov). Inovačný projekt má iné pravidlá riadenia ako klasický projekt, pretože nie je jasne stopercentne definovaný výstup projektu, ktorý sa počas implementácie môže modifikovať z rôznych dôvodov (zmena podmienok, konkurencia nás predbehla, zákazníci majú iné želanie, atď.). Preto inovačný projekt musí byť agilný, rozdelený na etapy trvajúce max. 3 mesiace, kedy je míľnik, kde sa hodnotí dosiahnutý výsledok, vonkajšie okolie a názory potenciálnych zákazníkov a na základe toho upravujú ciele, výstupy a ich parametre, definuje ďalšia etapa, či prípadne sa zastaví alebo modifikuje projekt. Inovácia nemusí byť len rozsiahleho charakteru (napr. rozvoj mobilných technológií, aplikácie AR/VR technológie, Internet of Things, Industry 4.0 a iné). Aj jednoduchá myšlienka môže priniesť významnú inováciu ako napríklad krájaný chlieb či nový spôsob poskytovania služieb a ich marketingu (cloud služby s web content marketingom).

Economic features of environment of the countries V4 and influence on business environment

BARTOŠ Adam ^{1,a *}

¹ Ekonomická univerzita v Bratislave, Dolnozemska 1/b, 852 35 Bratislava,
Slovenská republika

^{a*} adam.bartos@euba.sk

Key words: Vysegrad four, V4, Doingbusiness, Enterprise, Environment.

Abstract

The Visegrad Group, a cluster of countries which are Poland, Czech Republic, Slovak Republic and Hungary was founded in 1991 with a purpose to support an economics transformation process as well as a process of European integration. There have been applied changes in area of business environment by gradual legislative and economic development in mentioned countries during transformation to market economy. States' entry to the European Union and acceptance of common European currency in Slovakia have brought particular differentiations. Stated factors have had an influence on further development of economic environment in countries. Cooperation of The Visegrad Group's countries continues in present too. It is aimed to selected areas which are supporting mutual development of regions in these countries. Cooperation between countries is reflected also in more effective enforcement of common proposals and attitudes in the European institutions. Despite all of above, there are different conditions for business in these countries. Business environment's quality via a specific indicator largely depends on chosen criteria. It has been proven that indicators such as GDP or unemployment are just consequences of particular conditions' setup in business environment.

Management of technological innovation introducing in mineral industry

BAUER Viliam ^{1,a*}, HERMAN Martin ^{1,b}, ZÁPACH Jakub ^{1,c}

¹ Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19,
042 00 Košice, Slovenská republika

^{a*} viliam.bauer@tuke.sk, ^b martin.herman@tuke.sk, ^c jakub.zapach@tuke.sk

Key words: Innovation, Mining process, Blasting technology.

Abstract

Industry of minerals extraction in Slovakia has passed in the last ten years many qualitative changes. In mining and quarrying of industry minerals, began to use more of modern technologies and implemented the new system management factors. The many technological mines operation have been innovated at the level of performed processes, as well as in existing technical systems of industry minerals extraction. Innovative changes are demonstrable also in the rock destruction process with using blasting energy of explosives. In the mining system is a primary process of rock destruction performed with blasting works, which is critical for the production of the both industry minerals quality and aggregates. The article described an innovative procedure for introducing the new concept of using modern and environmentally friendly explosives, which is currently implemented in some operated mines. The archived qualitative parameters of the process of rock disintegration, with the use of selected types of explosives are presented as outputs of practical and laboratory research.

Consumer Neuroscience as an Effective Tool of Marketing Management

BERČÍK Jakub ^{1,a *}

¹ Slovenská poľnohospodárska univerzita v Nitre, Fakulta ekonomiky a manažmentu,
Tr. A. Hlinku 2, 949 76 Nitra, Slovenská republika

^{a *} bercik.jakubxx@gmail.com

Key words: Consumer neuroscience, Marketing management, Market research, Consumer behaviour.

Abstract

The paper explores the place and position of consumer neuroscience in marketing management while it points out its role in understanding consumer behaviour. At first, we summarize the main findings of the use of neuroscience in marketing over the past two decades and provide several definitions of consumer neuroscience from various authors dealing with this issue. We clarify the main difficulties and obstacles of full use of neuroscience in marketing, mainly in form of possible ethical dilemmas, by comparing the traditional and modern approach to consumer persuasion models both with and without using consumer neuroscience methods. Finally, the paper points to the new possibilities of market research and underlines the growing need for their implementation in the form of innovative research solutions that can be used in different economic sectors (retail and services) too. These devices allow exploring the contentment (emotions, visual attention), but also the environmental factors acting not only with the awareness of the respondent (research vest), but even without his full knowledge (smart kiosks). The interpretation of the obtained data provides businesses with new opportunities in making management.

Changes to transportation systems and socio-economic impacts

BÍNOVÁ Helena ^{1,a *}, HERALOVÁ Daniela ^{1,b}

¹ ČVUT v Praze, Fakulta dopravní, Konviktská 20, 110 00 Praha 1, Česká republika

^{a*} binova@fd.cvut.cz, ^b heralova@fd.cvut.cz

Key words: Transport system, Transport, Environment, Economic influence, Social influence.

Abstract

Transportation indicates the state of society in the areas of consumption of raw materials, resources or finished products or their parts. The existing imbalance of incomes of the population on a global scale leads to the transportation of products with low production value, and if travel costs are included, these products are cheaper than the products in the country of consumption. The result is a growing volume of freight transport, increasing environmental pollution and social and economic impacts. The level of congestion and how the transport system works thereby impacts the social and economic climate. Given that freight transport is operated on a scale that transcends the borders of individual countries, the specified impacts and effects have an international importance. In light of these facts, it is very important to choose means of transport which must meet the required criteria. Requirements for changes in transportation and logistics systems and the use of appropriate modes of transport can also develop, which in turn causes economic changes. In the future, it will be necessary to seek out transportation systems that will function optimally, efficiently use possible and acceptable sources, and will be environmentally friendly and safe.

Finančný reporting - nástroj zvyšovania efektívnosti malých a stredných podnikov

BLAHÚTOVÁ Slavomíra ^{1,a *}, SEDLAČIKOVÁ Mariana ^{2,b}

¹ Vysoká škola manažmentu Trenčín, Bezručova 64, 911 01 Trenčín, Slovenská republika

² Technická univerzita v Zvolene, T. G. Masaryka 24, 960 53 Zvolen, Slovenská republika

^{a*} s.blahutova@taxac.sk, ^b sedliacikova@tuzvo.sk

Kľúčové slová: Finančný reporting, Finančná analýza, Efektívnosť, Finančné ukazovatele.

Abstrakt

Malé a stredné podniky pôsobia v stále zložitejšom prostredí sprevádzanom turbulentnými zmenami, na ktoré musia rýchlo a pružne reagovať. V procese rozhodovania disponujú množstvom dát externých aj interných, ktoré je potrebné pretransformovať do informácií potrebných na rýchle a kvalitné rozhodovanie. Cieľom predloženého príspevku bolo riešenie možnosti uplatnenia finančného reportingu ako nástroja prenosu interných informácií v podniku, preskúmanie účinku finančného reportingu na zvyšovanie efektívnosti podnikov a prezentovanie vedeckých a praktických metód merania efektívnosti malých a stredných podnikov. Riešená problematika bola mapovaná prostredníctvom analýzy primárnych a sekundárnych zdrojov. Teoretické poznatky boli verifikované prostredníctvom empirického prieskumu dotazníkovou metódou, zameraného na zistenie implementácie finančného reportingu v manažmente MSP. Výsledky výskumu boli vyhodnotené pomocou opisnej štatistiky grafickými prezentáciami. Záverom sú prezentované odporúčania na úspešné uplatnenie finančného reportingu v praxi.

Výsledky aplikácie metódy Value Stream Mapping vo výrobnom podniku

BOSÁK Martin ^{1,a *}, TARČA Alexander ^{1,b}, RUDY Vladimír ^{2,c},
BELASOVÁ Anna ^{3,d}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

² Technická univerzita v Košiciach, Strojnícka fakulta, Letná 9, 040 01 Košice,
Slovenská republika

³ U-Shin Slovakia s.r.o., K letisku, 040 17 Košice, Slovenská republika

^{a*} martin.bosak@euke.sk, ^b alexander.tarca@euke.sk, ^c vladimir.rudy@tuke.sk,
^d belasova.anna@gmail.com

Kľúčové slová: Value Stream Mapping, Lean Production, Manažérstvo výroby.

Abstrakt

Automobilový priemysel v Slovenskej republike je v súčasnosti najväčším zamestnávateľom v porovnaní s ostatnými priemyslami. V minulom roku 2016 bolo udržané vedúce postavenie na svete v počte vyrobených automobilov na tisíc obyvateľov s počtom 191 vozidiel a znova bola prekonaná hranica milión vyrobených automobilov. V nasledujúcich rokoch sa očakáva ďalší nárast počtu vyrobených automobilov aj z dôvodu vstupu automobilky Jaguar Land Rover na slovenský trh. Úspešnosť automobiliek závisí predovšetkým od efektívneho výrobného procesu, od kvality ponúkaných produktov a od spokojnosti zákazníkov. Pre dosiahnutie efektívneho výrobného procesu je potrebné ho neustále zlepšovať. Z tohto dôvodu by mal každý výrobný podnik minimálne raz za polrok mapovať súčasný stav, kedy zistí, ktoré procesy fungujú efektívne a ktoré je potrebné zmeniť. Aplikácia metódy Value Stream Mapping, ktorá je často využívanou metódou Lean Production, môže odhaliť napríklad nadbytočné stavy zásob, v ktorých sú viazané finančné prostriedky, ktoré by podnik mohol využiť efektívnejšie. Takisto je možné pomocou Value Stream Mapping odhaliť problémy, ktoré spôsobujú spomalenie procesu, prípadne prestoje na linkách. Uvedené negatíva spôsobujú predlžovanie doby odovzdania produktu zákazníkovi, čo nepriaznivo vplyva na spokojnosť zákazníka. V príspevku je uvedený postup a zmeny vo výrobnom podniku automobilového priemyslu po aplikovaní metódy Value Stream Mapping, čím sa o 3% zvýšila efektivita výrobného procesu.

A new requirements of ISO 9001:2015 standard

ČEKANOVÁ Katarína ^{1,a *}, RUSKO Miroslav ^{1,b}

¹ Slovenská technická univerzita, Materiálovotechnologická fakulta so sídlom
v Trnave, Jána Bottu 25, 917 24 Trnava, Slovenská republika

^{a*} katarina.cekanova@stuba.sk, ^b miroslav.rusko@stuba.sk

Key words: Quality, Quality Management Systems, ISO 9001:2015.

Abstract

The first ISO 9000 series was published in 1986 and consisted of five standards: ISO 9000, 9001, 9002, 9003 and 9004, plus ISO 8402. These standards have been revised over the years. In 2012, ISO TC 176 - responsible for ISO 9001 development concluded that it is necessary to create a new QMS model for the next 25 years. ISO does not decide when to develop a new standard, but responds to a request from industry or other stakeholders such as consumer groups. Typically, an industry sector or group communicates the need for a standard to its national member who then contacts ISO. ISO standards are developed by groups of experts from all over the world that are part of larger groups called technical committees. These experts negotiate all aspects of the standard, including its scope, key definitions and content. The technical committees are made up of experts from the relevant industry, but also from consumer associations, academia, NGOs and government. The last version, ISO 9001:2015 standard was published on 23 September 2015. Organisations must implement the new ISO 9001:2015 standard before 23 September 2018. It is necessary to say that ISO 9001 is the world's most commonly used standard for management systems. For this purpose, the aim of article is define of important differences between ISO 9001:2008 and ISO 9001:2015.

Zvláštnosti v riadení sociálneho podniku vo svetle spoločenskej zodpovednosti firiem

ČERNÁ Ľubica ^{1,a *}, SYROVÁTKOVÁ Jaroslava ^{1,b}

¹ Katolícka univerzita v Ružomberku, Pedagogická fakulta, Hrabovská cesta 1,
034 01 Ružomberok, Slovenská republika

² Technická univerzita v Liberci, Ekonomická fakulta, Studentská 1402/2,
461 17 Liberec 1, Česká republika

^{a *} lubica.cerna@ku.sk, ^b jaroslava.syrovatková@tul.cz

Kľúčové slová: Sociálny podnik, Sociálne podnikanie, Znevýhodnené skupiny, Spoločenská zodpovednosť firiem.

Abstrakt

Jednou z možností riešenia negatívnych dôsledkov trhovej ekonomiky je zvýšenie spoločenskej zodpovednosti firiem. Spoločenská zodpovednosť poľudšťuje firmu novým spôsobom. Sociálne podnikanie vytvára pozitívnu externalitu, trhovo neocenený spoločenský prospech. Činnosť sociálneho podniku je primárne orientovaná na sociálne ciele, na vytváranie pracovných miest pre znevýhodnené skupiny. Presúva sa do oblasti sociálnych potrieb neuspokojených prostredníctvom trhu alebo štátu, predovšetkým do oblasti generovania príležitostí pracovnej integrácie. Dôležitý je prínos premeny sivej a čiernej ekonomiky na ekonomiku spoločensky prijateľnú. Napriek tomu, že sociálny podnik je podnikateľským subjektom, jeho riadenie má svoje špecifiká. V príspevku sa venujeme vybraným oblastiam finančného, daňového, projektového, environmentálneho, ale najmä personálneho manažmentu sociálnych podnikov. Cieľom príspevku je identifikovať špecifiká manažmentu sociálnych podnikov na Slovensku a v Českej republike z pohľadu subjektov sociálnej ekonomiky v kontexte spoločenskej zodpovednosti, vnímanie týchto rozdielov u vybranej skupiny študentov manažmentu a sociálnej práce. Identifikácia problémových aspektov v manažmente sociálnych podnikov a možnosti ich riešenia napomôžu k rozvoju spoločensky prospešnému podnikaniu a k zlepšeniu jeho súčasnému obrazu. Najmä v slovenskej verejnosti získal negatívnu konotáciu, pretože absentovala odborná diskusia a súčasne sa objavili nedostatky v ich pilotných projektoch.

Využitie logistických princípov v manažmente cestovnej kancelárie

ČULKOVÁ Katarína ^{1,a}, MATUŠKOVÁ Simona ^{2,b}, WEISS Erik ^{1,c*},
KUZEVIČOVÁ Žofia ^{1,d}

¹ Technická univerzita v Košiciach, Fakulta BERG, Letná 9, 042 00 Košice, Slovenská republika

² VŠB - Technická univerzita Ostrava, Hornicko - geologická fakulta, 17. listopadu 15/2172, 708 33 Ostrava – Poruba, Česká republika

^a katarina.culkova@tuke.sk, ^b simona.matuskova@vsb.cz, ^{c*} erik.weiss@tuke.sk,
^d zofia.kuzevicova@tuke.sk

Kľúčové slová: Cestovná kancelária, Algoritmus, Blesková analýza, Systémová analýza.

Abstrakt

V posledných rokoch sa logistika stala veľmi populárnou vo všetkých oblastiach podnikania, ale aj v cestovnom ruchu. Tento druh logistiky má svoje špecifické znaky, ktoré logistiku cestovného ruchu vymedzujú. V prvom rade logistika cestovného ruchu sa zameriava na charakter produktov cestovného ruchu od ich tvorby až po spotrebu zákazníkom, pričom na tejto logistike sa podieľajú rôzne subjekty ako dopravcovia, poskytovatelia ubytovacích a stravovacích služieb a doplnkových služieb. Príspevok je zameraný na uplatnenie logistických algoritmov riadenia pre cestovné kancelárie. V úvode príspevok popisuje súčasný stav implementácie logistických princípov v manažmente cestovných kancelárií. Pri analýze riadiacich činností sa používajú metodiky analýza flash, systémová analýza a mikroanalýza logistiky. Pomocou flash analýzy určujeme súčasné postavenie firmy na miestnom trhu, jej lokalizáciu, produkty, vzťahy so zákazníkmi, konkurenčné prostredie, poslanie, vízie a strategické ciele do budúcnosti. Systémová analýza sa zaoberá systémami vytváranými ľuďmi, ktoré sa skladajú zo vstupných a výstupných procesov. Systémová analýza vytvára a uplatňuje metódy systémového prístupu a systémového modelovania k riešeniu zložitých a jednoduchých problémov. Hlavnými činnosťami v systémovej analýze sú: výskum a analýza pridružených systémov, určenie metódy riešenia.

Interný a externý audit: vzájomný vzťah a efekty

DAŇOVÁ Monika ^{1, a *}, DAŇKOVÁ Zuzana ^{1, b}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Konštantínova ul. 16,
080 01 Prešov, Slovenská republika

^{a *} monika.danova@unipo.sk, ^b zuzana.dankova@unipo.sk

Kľúčové slová: Interný audit, Externý audit, Podnikový proces, Manažérsky systém, Riziko.

Abstrakt

Analýza historického vývoja uplatňovania auditu v podnikovom prostredí potvrdzuje narastanie jeho významu i jeho využívania. Vývoj je zrejmý v predmete auditu, v cieľoch, vo forme, v požiadavkách na osobu audítora, v povinnosti vykonávať audit. Prípadný oportunistický postoj k jeho využívaniu možno spájať s: nesprávnym vnímaním funkcií jeho jednotlivých foriem – identifikovaný bol výskyt prípadov zámienky funkcií interného a externého auditu s efektom zmeny postoja manažmentu k využívaniu tej-ktorej formy v podnikovom riadení; nedodržiavaním štandardov pre procesy auditu a jeho zdrojové zabezpečenie – potvrdený je subjektívny vplyv skúseností a zručností audítora na kvalitu auditu; obtiažnosťou identifikovať a kvantifikovať efekty jeho uplatňovania – rôznorodosť podmienok auditu výrazne znižuje možnosť využívania jednotného súboru indikátorov. Konštatovanie vychádza z niektorých publikovaných názorov (Dufinec, 2007; Kaplan, Donnell a Arel, 2008; Xiaoke, 2015), tiež z niektorých zistení vlastného prieskumu. Existuje málo štúdií, ktoré klasifikujú vzťah medzi auditom a výkonnosťou organizácie. Súčasne vznikajú metodiky merania efektov auditu. V článku analyzujeme podobnosti a rozdiely funkcií oboch foriem. Na základe rešerše publikovaných názorov i vlastného prieskumu identifikujeme faktory, ktoré limitujú účinnosť interného a externého auditu, následne analyzujeme ich vplyv na využívanie interného a externého auditu.

Kľúčové faktory udržateľnosti ťažby vybranej nerastnej suroviny

DOMARACKÁ Lucia ^{1,a*}, TAUŠOVÁ Marcela ^{1,b},
SHEJBALOVÁ MUCHOVÁ Mária ^{1,c}, BENČOOVÁ Barbora ^{1,d}

¹ Technická univerzita v Košiciach, Fakulta BERG, Letná 9, 041 01 Košice,
Slovenská republika

^{a*} lucia.domaracka@tuke.sk, ^b marcela.tausova@tuke.sk, ^c
maria.shejbalova.muchova@tuke.sk, ^d barbora.bencoova@tuke.sk

Kľúčové slová: Ťažba, Nerastná surovina, Udržateľnosť, Stratégia, Efektívnosť, Faktory.

Abstrakt

Článok pojednáva o kľúčových faktoroch udržateľnosti ťažby vybranej nerastnej suroviny. Surovinová politika je politika nakladania so surovinami. Strategický pohľad je nutné vnímať v kontexte významu surovín pre rozvoj štátu. Rozvoj je možné zhrnúť v tomto kontexte do výrazu surovinová bezpečnosť. Mimoriadne dôležitou a nevyhnutnou podmienkou pre rozvoj štátu je dostupnosť surovín, jednak vnímaná ako fyzická a ekonomická. Využívanie vlastných surovín je efektívne a ignorovanie tejto možnosti by bolo popieranie vlastníctva, ktoré v prípade surovín je hodnotené veľmi významne a to priamo Ústavou SR. V súčasnej dobe prípravy surovinovej politiky štátu je táto téma aktuálna. Je dôležité správne zadefinovať faktory udržateľnosti ťažby, ktoré budú viesť aj za prípadne zmenených podmienok k správne využívaniu nerastných surovín. V rámci formovania faktorov je potrebné zohľadniť makroekonomický pohľad, mikroekonomický pohľad, odvetvové zvláštnosti a rešpektovať prírodné danosti krajiny. Toto všetko s ohľadom na špecifiká vybranej suroviny. Na príklade vybranej nerastnej suroviny budú nami zvolené faktory overené.

Fast-growing companies: multivariate estimation of growth potential. Evidence from Russia

DRAGUNOVA Evgeniia ^{1,a *}

¹ Novosibirsk State Technical University, Faculty of Business, K. Marx 20,
630073 Novosibirsk, Russia

^{a*} Dragunova@fb.nstu.ru,

Key words: High-growth enterprises, Company's profile, Growth potential.

Abstract

This article focuses on the identification of the features of fast-growing Russian companies and estimation of their growth potential. The study examines the enterprises that operate in the market for a long time (more than 5 years), i.e. 'the companies with a history', named 'flyers'. The results of analysis of several National Rankings of the most successful high-growth enterprises (HGEs) in period of 2013-2016 are presented. The main barriers to HGEs' growth and growth determinants are highlighted. Author proposes to define prospects of the growth by means of algorithm of a multidimensional assessment that includes a formation of the profile of external environment usefulness (the analysis of deviations of GEDI-index values from the expected level according to the GDP of the country) and company's profile (growth indicators, demographic variables and determinants of growth in dynamic and static aspects). The study of growth potential provides an in-depth analysis of successful Russian IT HGEs in period of 2001-2013. We found out what groups is allocated among the Russian IT companies by type and trajectory of their growth.

Implementation business intelligence tools in the companies

DUGAS Jaroslav ^{1,a*}, SEŇOVÁ Andrea ^{2,b}, KRŠÁK Branislav ^{2,c},
FERENCZ Vojtech ^{3,d}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

² Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19,
042 00 Košice, Slovenská republika

³ Ministerstvo hospodárstva SR, Mierová 19, 827 15 Bratislava, Slovenská republika

^{a*} jaroslav.dugas1@euke.sk, ^b andrea.senova@tuke.sk, ^c branislav.krsak@tuke.sk,
^d vojtech.ferencz@gmail.com

Key words: Implementation, Business Intelligence, Tools, Company, Analysis.

Abstract

Expectations associated with the IS implementation and use remain often unmet even though organizations were and are investing fortunes into the field. Though the market is flooded with a host of progressive and according to their manufacturers' opinion also complex SW packages that are being implemented in vastly varying organizations and that are phasing out the original information systems, the effect fails to be seen in improved and more efficient functioning of the organization. Managers of these entities often formulate questions of the type: "Have we invested correctly"? "Was it a must to replace the existing information system that was already adjusted for our needs"? "Weren't it be sufficient to extend the existing system by a more powerful HW and systemic or database SW?". Experiences of some American and western European institutions indicate, and their managers argue that without deploying current standard software suites, especially then ERP systems, they would never achieve the desired functionality; even, in numerous instances they would be forced to remake also well and reliably functioning parts of the information system. Why is it so? Standardly developed enterprise information systems such as ERP, MIS, or EIS alone are probably inadequate to fully ensure improved and effective functioning of organizations. Their implementing and deployment present rather dire issues that will become more serious once the system is introduced in practice.

The use of the geographic information system for qualified estimation of opportunities to utilize GNSS for instrument approach

ĎURČO Stanislav ^{1,a*}, SABO Jozef ^{1,b}, ČEKANOVÁ Daniela ^{1,c},
PUŠKÁŠ Tomáš ^{1,d}

¹ Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice, Slovenská republika

^{a*} stanislav.durco@tuke.sk, ^b jozef.sabo@tuke.sk, ^c daniela.cekanova@tuke.sk,
^d tomas.puskas@student.tuke.sk

Key words: Approach procedure, Geographic Information System (GIS), Obstacle Clearance Altitude / Obstacle Clearance Height (OCA / OCH), Obstacle Assessment Surface (OAS).

Abstract

The idea of the article is to assess the use of satellite navigation systems in cases when aircraft approach aerodromes and heliports in the Slovak Republic. It is advantageous to use systems that do not need ground equipment located within the airport, for the activities with regard to the potential use of existing navigation systems for the non-precision approach procedures, approach with vertical guidance and precision approach of airplanes and helicopters at a small airport, or precision approach of helicopters to an appropriate landing area of the required dimensions - Final approach and take-off area (FATO). Designed approach procedures using satellite navigation systems are appropriate solution for operations at small airports with a limited number of movements in case of decreasing visibility. Exactly the SBAS systems are advantageous for use in navigation the aircraft on approaching small airfields, because it does not require placing of any ground airport equipment in the premises of an airport and related energy facilities, management, protection, and other activities that are economically and organisationally challenging and in many cases the planned use is infeasible. The article further describes the general principles of construction of approach procedures and options for visualization and qualified estimation of instrument approach using geographical information systems, the possibility of using the global Geographic Information System Google Earth Pro in terms of display accuracy and the transformation of geographic location.

The Issue of Sustainable Industrial Growth as Regards Mineral Resources

DVOŘÁČEK Jaroslav ^{1,a *}, SOUSEDÍKOVÁ Radmila ^{1,b},
KUDELOVÁ Zuzana ^{2,c}, MATUŠKOVÁ Simona ^{1,d}

¹ VŠB-Technická univerzita Ostrava, Hornicko-geologická fakulta,
17. listopadu 15/2172, 708 33 Ostrava-Poruba, Česká republika

² Ministerstvo financí, Letenská 15, 118 10 Praha 1, Česká republika

^{a *} jaroslav.dvoracek@vsb.cz, ^b radmila.sousedikova@vsb.cz, ^c zuzana.kudelova@mfcf.cz,
^d simona.matuskova@vsb.cz

Key words: Sustainable development, Mineral commodities, Mine closure, Raw materials supply.

Abstract

Mineral resources are the very foundations of human society. Mineral resources are vast but limited. This paper addresses the issue of sustainable development determined (constrained) by limited supply of raw materials. The historical development of the subject is outlined by the paper, namely the works of the Club of Rome, outlooks of the Institute of Forecasting in the sixties of the twentieth century, and generally the development of the concept and policies of sustainable growth. Examples of some mineral commodities illustrate the risks implied in raw mineral provisions realized by concentrating supplies of a few producers, and also the fact that both the production and consumption of minerals are dominated by some states and related administrative and economic restrictions. The paper gives an account of an abandoned mine case, where a geological survey has been carried out regarding remaining mineral reserves of the mine. It is recommended that mine abandonment processes should not only concern safety measures and environmental policies but also options for future restoration of mining activities if extraction becomes economically or for other reasons viable again.

Influence of new regulations of law on costs of functioning SMEs in Eastern Poland

DZIECHCIARZ Tomasz ^{1,a*}

¹ State Higher Vocational School Memorial of Prof. Stanislaw Tarnowski
in Tarnobrzeg, ul. Sienkiewicza 50, 39-400 Tarnobrzeg, Poland

^{a*} tomasz.dziechciarz@tlen.pl

Key words: Costs, Influence, Changes, Regulations, Law, SME.

Abstract

The year 2016 was a period of considerable changes in law in Poland. They concerned also tax regulations and of the ones associated with the conducting business activities through SMEs. They came into effect in the course of recent months of 2017. The author of the present article carried out the questionnaire survey with using the electronic mail and the Internet amongst owners of companies from Eastern Poland. They concerned the influence of above changes on costs of functioning SMEs. Results of surveys and motions coming from them were included in the article. They presented problems of the stability of the conducting business activities. It results from them that in spite of increasing fixed costs in companies entrepreneurs are prone to accept some new regulations of law, because they are minimizing inspections direct in companies. However remaining regulations - being a novelty - anxieties that they will be contributing to the uncertainty in investing and the rise in the bureaucracy are arousing. Researches were conducted in SMEs of provinces Lublin and Rzeszów (Eastern Poland), being poorest compared with the rest of the country. Therefore results and conclusions from them should not be taken back to whole Poland.

Spatial diversity of the financial situation of the municipalities and the process of development. Case study of municipalities of Świętokrzyskie Voivodeship

DZIEKAŃSKI Paweł^{1,a*}

¹ Jan Kochanowski University in Kielce, Institute of Law, Economics
and Administration, Żeromskiego st. 5, 25-369 Kielce, Poland

^{a*} pdziekan@interia.eu

Key words: Financial condition, Development, Synthetic indicator, Integrated analysis.

Abstract

The functioning of the local government units of special importance the management of financial resources, which affects the economic situation of the local government and the efficient and achieve the objectives. The article presents the financial condition and the level of socio-economic development of rural communities Świętokrzyskie province on the basis of a synthetic indicator. The assessment of financial situation of the municipalities is connected, inter alia, with possibilities of generating income, attracting investors and residents and carrying out investment policy. The finance create the basis of the implementation of public tasks and determine the conditions of economic development. They influence the economic situation of the self-government and the achievement of aims or, finally, the ability to meet its obligations and further development funding, understood as a process of transformations, both qualitative and quantitative. The financial situation is shaped by, inter alia, the structure of budgetary revenue and expenditure and the amount of taxes and local charges, deficit or budgetary surplus. The income of municipalities indicate the thriftiness of the councils and the resourcefulness of the residents. The investment expenses indicate the aspiration of municipalities to expand their property, contributing to the improvement of the living conditions of the residents and to general development. Synthetic measure of financial condition indicates a different level of the units. Its value depends on the nature of the region's economic and financial independence, the level of income of their own, local taxes and realized expenses. The index value ranged from 0.09 (Słupia (Konecka)) to 0.58 (Sitkówka-Nowiny) in 2003. 0.06 (Słupia (Konecka)) to 0.51 (Sitkówka- Nowiny) in 2005, 0.09 (Słupia (Konecka)) to 0.56 (Sitkówka-Nowiny) in 2010; 0.11 (Łubnice) to 0.49 (Sitkówka-Nowiny) in 2014.

Vybrané aspekty manažmentu prevádzky leteckých elektronických zabezpečovacích systémov

DŽUNDA Milan ^{1,a *}, ČEKANOVÁ Daniela ^{1,b}, MIŽENOVÁ Žaneta ^{1,c},
ŠUSTEROVÁ Zuzana ^{1,d}

¹ Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice, Slovenská republika

^{a *} milan.dzunda@tuke.sk, ^b daniela.cekanova@tuke.sk, ^c zaneta.mizenkova@tuke.sk,
^d zuzana.susteroval@tuke.sk

Kľúčové slová: Manažment, Modelovanie, Simulácia, Matlab-Simulink, Letecké elektronické systémy, Teória spoľahlivosti.

Abstrakt

V predloženom príspevku uvádzame princípy modelovania a simulácie prevádzky leteckého elektronického zabezpečovacieho systému. Vytvorili sme konkrétny model prevádzky leteckého elektronického zabezpečovacieho systému v programovom prostredí Matlab-Simulink, ktorý využívame pri simulácií jeho ekonomickej efektívnosti v procese riadenia leteckej dopravy. V druhej časti príspevku pojednávame o teórii spoľahlivosti systémov pre prípad, ak má systém spoľahlivý návrh, ale v prevádzke môže byť jeho spoľahlivosť neuspokojivá. Ďalej na základe metódy Monte Carlo modelujeme strednú dobu bezporuchovej činnosti leteckého elektronického zabezpečovacieho systému a pomocou simulácie strednej doby jeho bezporuchovej činnosti zisťujeme čas, v kedy je systém k dispozícii za sledované obdobie a taktiež čas, v ktorom je systém kvôli poruche alebo pravidelnej kontrole mimo prevádzky. Vytvorený model môžeme aplikovať na všetky letecké elektronické zabezpečovacie systémy, ktoré sa vyžívajú v leteckej doprave. Na základe takto získaných údajov môžeme riadiť prevádzku leteckých elektronických zabezpečovacích systémov, zisťujeme ich spoľahlivosť a finančné straty z vyradenia týchto systémov z prevádzky.

Development of airlines business models

ENDRIZALOVÁ Eva ^{1,a*}, NOVÁK Martin ^{1,b}, KAMENÍKOVÁ Iveta ^{1,c}

¹ ČVUT v Praze, Fakulta dopravní, Ústav letecké dopravy, Horská 3, 128 03 Praha 2, Česká republika

^{a*} endrizalova@fd.cvut.cz, ^b novakm@fd.cvut.cz, ^c kamenikova@fd.cvut.cz

Key words: Airline, Business model, Deregulation, Economic crisis, Competition.

Abstract

Business activities in air transport were from the beginning influenced by economic and political situation. Natural development of this segment started after deregulation of air transport, first in United States and later in Europe. Airlines began with adjusting their business models to market conditions, where competition started to play significant role. Endeavor to survive on market brought low-cost business model to life. Next milestone in business model development was set by economic crisis which exhausted performance of air transportation until 2009. In order to stay on the market, especially in high competitive markets, companies had to innovate their business models. Those factors resulted into upraise of Hybrid Business Model. The article describes periods of air transportation evolution which triggered changes in business models of air transport providers. It is focused on segment structure changes and changes in air transport demand. Differences between European and American market are described in individual sections. Using available data resources of selected companies, changes of business models case studies are introduced. Next section is dedicated to current trends. On the end potential evolution is outlined.

Verbal Expressions of Mental Imbalance among Air Traffic Controllers (ATC)

FÁBRY Ľubomír ^{1,a*}, ROZENBERG Róbert ^{1,b}, SOCHA Ľuboš ^{1,c},
SOCHA Vladimír ^{2,d}

¹ Technická univerzita v Košiciach, FBERG, Park Komenského 19, 042 00 Košice,
Slovenská republika

² České vysoké učení technické v Praze, Fakulta dopravní, Konviktská 20,
110 00 Praha, Česká republika

^{a*} lubomir.fabry@tuke.sk, ^b robert.rozenberg@tuke.sk, ^c lubos.socha@tuke.sk,
^d vladimir.socha@fbmi.cvut.cz

Key words: Stress, Fatigue, Verbal expression, Comparison of verbal samples, Use of phraseology.

Abstract

The article discusses an environment and lifestyle impact on activities of air traffic controllers (ATC), the possibilities to observe their performance and focuses on their verbal expressions during work activities. The results of air traffic controllers' verbal communication gained and evaluated, recorded in air traffic procedural and radar control training, point to a possible relationship between stress, fatigue, limited ability to perform a controlling activity on one side and verbal expression characterized by variations in the rate, volume, colour or delay responses to impulses on the other. The discovery of this dependence opens up the possibilities to look at a hypothetical solution of non-invasive, non-contact observing their skills and limitations in direct activities by monitoring their main working tool - own voice. On the basis of the information obtained, it is possible, according to the article, to build a testing room for examining the given issue, but it is also necessary to take into account the different types of workplaces and to create an optimal algorithm for evaluation of the samples of the controllers' voice speech. The article expresses that, on the basis of the subjective observations of the instructors, it is necessary to take a uniform sample which, on the basis of subjective measurements, makes real measurable and objective samples mathematically comparable.

Logistics management of airports

FERENCOVÁ Jana ^{1,a}, KOŠČÁK Peter ^{2,b*}, FERENC Ján ^{1,c},
PULIŠ Pavel ^{1,d}

¹ Vysoká škola obchodní v Praze, Spalená 76/14, 110 00 Praha 1, Česká republika

² Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice, Slovenská republika

^a ferencova@vso-praha.eu, ^{b*} peter.koscak@tuke.sk, ^c jan.ferenc@tuke.sk,
^d pavel.pulis@tuke.sk

Key words: Forms, Resources, Priorities, Methods of logistics, Management airports, Airports.

Abstract

The article describes some methods, procedures and styles of airport logistics management appropriate for the international airports of Slovak republic. They are described in several categories that can be broken down to simple questions. Who controls? Who are decision makers in airport logistics management (single person makes the decision, team decision, collective decision)? By what means the control is carried out? Which are predominant means of control? Means that are, or should be, applied more extensively than others (material means, conceptual means, organizational means, informational means and ideological means). According to what is management carried out? Which are various types (by objectives, by models, by occasion, by decision, by function, by project, by rules), forms and styles of management? What practices do we distinguish by the nature, priorities and orientation (preventive management, corrective management, intensive management, process-based management, expansive management, conceptual management, strategic and tactical control, operational management)? What is the way of management? How are methods of airport logistics management applied (exactly, heuristically, dynamically, synergistically, by consultancy)?

Ergonomické programy založené na koncepte HCS model 3E ako neoddeliteľná súčasť USZP

FIDLEROVÁ Helena ^{1,a*}, HATIAŘ Karol ^{1,b}, SAKÁL Peter ^{1,c}

¹ Slovenská technická univerzita v Bratislave, Materiálovotechnologická fakulta
v Trnave, Jána Bottu 25, 917 24 Trnava, Slovenská republika

^{a*} helena.fidlerova@stuba.sk, ^b karol.hatiar@stuba.sk, ^c peter.sakal@stuba.sk

Kľúčové slová: Udržateľné spoločensky zodpovedné podnikanie (USZP), Ergonomický program, Model HCS 3E, Udržateľný rozvoj, Zmena v tvorbe a rozdeľovaní bohatstva, Koncept zdieľaných hodnôt.

Abstrakt

Článok prezentuje autorský vklad do riešenia základnej paradigmy v strategickom manažmente v 21. storočí, ktorá hľadá a nachádza odpoveď na otázku udržateľnosti ľudskej civilizácie na planéte Zem. Autori vidia ako jedinú alternatívu, zmenu v tvorbe a rozdeľovaní bohatstva / pridanej hodnoty / HDP na úrovni planéty / národného štátu / podniku. Ako však ukazujú empirické údaje z obdobia deväťdesiatych rokov „veľkej“ privatizácie v SR a ČR (ČSFR) a ich kritická analýza, sprivatizovanie strategických podnikov spôsobilo nezvratné strategické rozhodnutia, ktorých dôsledky sa snaží odstraňovať i súčasná vláda SR. Tým, že sa väčšina týchto ocitla v rukách NNK, ktoré pôsobia u nás na základe štátnych dotácií, subvencií a daňových prázdnin a zároveň vytvorenú pridanú hodnotu / zisk odvážajú do daňových rajov resp. materských národných ekonomík. Pre tieto NNK sú naši občania iba lacná pracovná sila, „surovina“, ktorá po opotrebovaní sa stáva „odpadom“. A práve tento aspekt riešia ergonomické programy založené na koncepte HCS model 3E, ktorý je zároveň neoddeliteľnou súčasťou USZP.

The utilization of chosen indicators of cost controlling and sales controlling of agricultural companies in Slovakia

FIL'ARSKÁ Jana ^{1,a *}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Ul. 17.novembra č. 15,
080 01 Prešov, Slovenská republika

^{a*} janafilarska@gmail.com

Key words: Agriculture, Controlling, Efficacy, Costs, Sales, Subsidies.

Abstract

The agriculture in Slovakia has a long-lasting tradition. Nevertheless, of all the entities running a business in Slovakia, only 5% represent the agricultural subjects. Although the subjects usually prosper with high sales, the business in agriculture is significantly influenced by external factors, in particular the foreign competition. In order to fulfil its objectives, the subject not only needs to collect and evaluate the information, but also to put the controlling in praxis. The aim of the paper was to investigate the sales of agricultural subjects in Slovakia and to analyze the chosen indicators of cost controlling, in particular the cost-effectiveness, the cost, and the efficacy of subsidies in sales controlling. In the paper, we used the method of analysis of chosen indicators during the years 2007 to 2015. During the measured period we particularly compared the impact indicators of costs on sales and the impact of subsidies on the revenue from sales in agriculture. Based on the evaluation of the analysis results, it was stated that while increasing the number of employees, the subjects could contribute to the increase of employment in Slovakia; they would not be entirely dependent on the government subsidies and at the same time they could contribute to the increase of food sovereignty in Slovakia.

Skúmanie inovačných výstupov malých a stredných podnikov financovaných rizikovým (venture) kapitálom v podmienkach Slovenskej republiky

FREŇÁKOVÁ Magdaléna ^{1,a *}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} magdalena.frenakova@euke.sk

Kľúčové slová: Venture kapitál, Inovačný výstup, Patent, Dizajn, Úžitkový vzor, Ochranná známka.

Abstrakt

Článok pojednáva o inovačnej aktivite malých a stredných podnikov financovaných rizikovým (venture) kapitálom v podmienkach Slovenskej republiky. Obsahuje exploratívnu prieskumnú analýzu inovačných výstupov malých a stredných podnikov (MSP) financovaných rizikovým (venture) kapitálom podľa investora a z hľadiska ich príslušnosti k odvetviu podľa technologickej, resp. poznatkovej náročnosti. Pod inovačným výstupom MSP chápeme prihlásené patenty, dizajny, úžitkové vzory alebo ochranné známky. Pod pojmom rizikový (venture) kapitál chápeme investície typu „venture capital“, ktoré sa ako externý zdroj stávajú súčasťou vlastného kapitálu podniku s inovatívnou alebo výnimočnou myšlienkou a do podniku smerujú buď v predštartovacej (seed capital) a/alebo štartovacej (start-up capital) etape alebo v etape raných štádií rozvoja podniku (early stage development capital). Na základe výsledkov našej exploratívnej prieskumnej analýzy, uskutočnenej na výskumnej vzorke 60 MSP financovaných venture kapitálom, môžeme konštatovať, že v našej výskumnej vzorke sa nepreukázala výrazná inovačná aktivita v podobe tvorby inovačných výstupov (patenty, dizajny, úžitkové vzory a ochranné známky). Podiel podnikov s inovačnou aktivitou zo všetkých 60 MSP financovaných venture kapitálom v našej výskumnej vzorke bol iba 21,67 % (13 podnikov). Na základe exploratívnej prieskumnej analýzy vo výskumnej vzorke 60 MSP konštatujeme, že miera inovačných výstupov podnikov vo výskumnej vzorke súvisí s príslušnosťou podniku k odvetviu podľa technologickej, resp. poznatkovej náročnosti. Príslušnosť podnikov vo výskumnej vzorke k odvetviu high-tech alebo medium high-tech znamenala aj vyššiu tvorbu inovačných výstupov.

Modern Business models and prediction in tourism

GALLO Peter ^{1,a *}, KARAHUTA Miroslav ^{1,b}, MATUŠÍKOVÁ Daniela ^{1,c},
ŠENKOVÁ Anna ^{1,d}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Konštantínova 16,
080 01 Prešov, Slovenská republika

^{a *} peter.gallo@unipo.sk, ^b miroslav.karahuta@unipo.sk, ^c daniela.matusikova@unipo.sk,
^d anna.senkova@unipo.sk

Key words: Prediction models, Financial health, Management, Controlling, Tourism.

Abstract

The paper addresses the issue of management decision-making using artificial neural networks and their application in hotel management. Balanced ranking and prediction model using financial and non-financial indicators with the application of artificial intelligence, allows us to reach high level of effectivity and accuracy in evaluation of financial and non-financial health of companies operating in this segment. This approach improves the manager's ability to understand complex contexts and make better decisions for further development. It can help the development of tourism in terms of application of modern management techniques built upon dashboards and visual representation of data and thereby simplify very complex processes in the company and its surroundings. Dashboards based reporting is oriented to the tourism sector. Tourism development is currently very important part of national economics and their development and growth. To ensure growth, managers are looking for new effective tools to optimize decision making. Proposed model and modern management tool might be one them. It also brings new managerial and scientific point of view of in-depth analysis of performance of these facilities.

Strategické riadenie pomocou konceptu Balanced Scorecard v ťažobnom priemysle

GALLO Peter ^{1,a *}, MIHALČOVÁ Bohuslava ^{2,b}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Konštantínova 6,
080 01 Prešov, Slovenská republika

² Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} peter.gallo.1@unipo.sk, ^b bohuslava.mihalcova@euke.sk

Kľúčové slová: Balanced Scorecard, Finančné ukazovatele, Nefinančné ukazovatele, Ťažobný priemysel.

Abstrakt

Ťažobný priemysel hrá v súčasnosti kľúčovú rolu kvôli zvýšeným požiadavkám na primárne zdroje. Úlohou štátov a manažérov tohto priemyslu je zabezpečiť jeho trvalo udržateľný rozvoj, pretože tento priemysel neustále čelí výzvam na zníženie objemu ťažby, zvýšenie presadzovania bezpečnostných opatrení a ochrany životného prostredia, ako aj zvýšeniu jeho produktivity a výkonnosti. V súvislosti s trvalo udržateľným rozvojom sa manažéri ťažobného odvetvia orientujú na meranie jeho výkonnosti. Zmyslom riadenia výkonnosti je dosahovanie stanovených cieľov pravidelným zlepšovaním kľúčových charakteristík podniku, a teda zvyšovaním výkonnosti na všetkých úrovniach riadenia. Aby boli podniky úspešné vo svojej činnosti a plnili stanovené ciele je potrebné merať a hodnotiť ich výkonnosť podľa vhodne zvolených ukazovateľov. Samotný proces zvyšovania výkonnosti je spájaný najmä s meraním a hodnotením finančných ukazovateľov. Sú však aj javy, ktoré nie je možné vyjadriť finančnými ukazovateľmi, ovplyvňujú konečné výsledky hospodárenia. Nefinančné ukazovatele nie sú založené na účtovných štandardoch, ale sú vyjadrené v detailoch podnikových cieľov a v podnikovej stratégii. Ich úlohou je ochraňovať podnik pred jednostranným rizikami finančných ukazovateľov. Balanced Scorecard predstavuje koncepciu, ako preniesť víziu a stratégiu do cieľov a ich metrík tak, aby komplexne zabezpečovali nielen oblasti finančných výsledkov podniku, ale aj nefinančné oblasti. Úlohou príspevku je objasnenie konceptu BSC s poukázaním na jeho prínos v podnikoch ťažobného priemyslu. Zavedenie koncepcie BSC totiž umožňuje ťažobnému podniku sledovať ako sa plnia strategické ciele v jednotlivých perspektívach a podľa výsledkov vie podnik určiť, ktorým cieľom je potrebné venovať väčšiu pozornosť, prípadne navrhnúť nové opatrenia.

Research and development of new ergonomic tool in the meaning of the Industry 4.0 concept

GAŠOVÁ Martina ^{1,a *}, GAŠO Martin ^{2,b}, ŠTEFÁNIK Andrej ^{2,c}

¹ CEIT, n. o., Univerzitná 8413/6, 010 08 Žilina, Slovenská republika

² Žilinská univerzita v Žiline, Strojnícka fakulta, Univerzitná 8215/1, 010 26 Žilina, Slovenská republika

^{a*} martina.gasova@ceitgroup.eu, ^b martin.gaso@fstroj.uniza.sk,
^c andrej.stefanik@fstroj.uniza.sk

Key words: Ergonomic, Industry 4.0 concept, Electronic tools, Virtual and augmented reality, CERA.

Abstract

Along with the development and the application of innovative solutions in production and logistics, interest in modern tools in the ergonomic area does not abate. Thanks to them, in an effort to fit between companies that set out to the way Industry 4.0, it is possible to improve working conditions and the quality level of workplaces. Ceit ERgonomics Analysis Application, which is described in article, is output of our own research and development. It is a mobile application developed in CEIT Company in collaboration with the University of Žilina and Slovak ergonomic association. It is a screening evaluation of space conditions and work positions of workers at potentially risky workplaces. It is developed at the base of legislation and technical norms, at our own platform, with the support of virtual and augmented reality. It is an innovative way of applied augmented reality tools during the ergonomic evaluation of chosen workplaces.

Zlepšovanie kvality v praxi pomocou nástroja kvality Global8D

GIRMANOVÁ Lenka ^{1,a}, ŠOLC Marek ^{1,b*}, KLIMENT Juraj ^{1,c},
DIVOKOVÁ Adriana ^{2,d}

¹ Technická univerzita v Košiciach, Hutnícka fakulta, Letná 9, 042 00 Košice,
Slovenská republika

² Technická univerzita v Košiciach, Strojnícka fakulta, Letná 9, 042 00 Košice,
Slovenská republika

^a lenka.girmanova@tuke.sk, ^{b*} marek.solc@tuke.sk, ^c Juraj.Kliment@lr.org,
^d adadivokova@gmail.com

Kľúčové slová: Proces, Zlepšovanie kvality, Nástroj. Automobilový priemysel.
Požiadavky.

Abstrakt

Článok sa venuje problematike zlepšovania procesov a kvality v praxi. Pri riešení reálnych problémov v procesoch sa bežne používajú rôzne prístupy, ktoré sa orientujú na preskúmanie situácií spôsobujúcich vznik rôznych rizík nesplnenia požiadaviek zákazníkov, alebo iných požiadaviek či kritérií. Jedným z nástrojov, ktorý sa predovšetkým používa v organizáciách, ktoré sa venujú automobilovému priemyslu, je GLOBAL8D. Tento nástroj slúži pre zabezpečenie kvality v organizáciách automobilového priemyslu. GLOBAL8D je veľmi účinná štandardizovaný nástroj šetriaci čas a financie v situácii, kedy sa náhle objaví problém či reklamácia, ktorej príčina nie je známa a kedy je potrebné problém riešiť čo najrýchlejšie, najúčinnnejšie a zároveň ochrániť zákazníka od nežiaducich dôsledkov. Článok v úvode popisuje charakteristické časti štandardu IATF 16949:2016, ktorý sa v súčasnosti venuje systému manažérstva kvality v automobilovom priemysle. Následne sa článok venuje popisu nástroja GLOBAL8D, prípravou pred zavádzaním do organizácií, požiadavkami na jeho postupnú implementáciu a popisom jednotlivých krokov zavedenia v praxi. Záver článku popisuje skúsenosti pri zavádzaní nástroja GLOBAL8D v praxi, aké sú jeho výhody resp. prínosy pre organizáciu, proces zlepšenia zavedeného nástroja po určitom čase v organizácii na základe spätnej väzby od zákazníkov.

Tvorba multikriteriálneho indexu so zameraním na kvalitu života

HAJDUOVÁ Zuzana ^{1, a *}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} zuzana.hajduova@euke.sk

Kľúčové slová: Kvalita života, Environment, Ukazovatele, Meranie, Kompozitný index, Ekonometrický model.

Abstrakt

Problematika kvality života je pojem, ktorý zaberá široké spektrum oblastí počnúc ekonomickou ako sú investície do nových technológií, zamestnanosť, vzdelanie, cez enviromentálnu - nakladanie s odpadom, kvalita ovzdušia, vôd, ochrana prírody, končiac sociálnou. Naším zámerom v tejto práci bola tvorba kompozitného indexu, ktorý by zohľadňoval komplexnosť tejto problematiky, rôznorodosť pohľadov na problematiku kvality života hlavne so zreteľom na podmienky Slovenskej republiky, ide o úzku prepojenosť vybraných ekonomických a enviromentálnych ukazovateľov. Na analýzu konzistencie kompozitného indikátora sme použili Kaiser – Meyer – Olkinove kritérium. Pri výbere faktorov sme sa orientovali na kritériá, ktoré boli zárukou objektívnosti a tým garantovali možnosť porovnateľnosti výsledkov. Problém, ktorý nastal počas konštrukcie kompozitného indikátora bola heterogenita čiastkových ukazovateľov, ktorú sme odstránili rankingom, štandardizáciou. Použité metódy na stanovenie váh boli metódy faktorovej analýzy. Prínosom našej práce bol komplexný pohľad na danú problematiku, identifikácia kľúčových determinantov kvality života obyvateľov Slovenska. Išlo o rozsiahle spracovanie metodiky tvorby kompozitného indexu, ktorý sa zameriava na viaceré dimenzie kvality života. Vytvorenie alternatívy voči používaným ukazovateľom má za cieľ aj vytvoriť priestor na diskusiu, komparáciu a vymedzenie problematických oblastí, kde dochádza k rapídne zhoršovaniu kvality života.

Dependence Quantification of Comparative Advantage on V4 Export Performance

HAMBÁLKOVÁ Mária ^{1,a *}, KÁDEKOVÁ Zdenka ^{1,b}

¹ SPU v Nitre, Fakulta ekonomiky a manažmentu, Trieda A. Hlinku 2, 949 76 Nitra,
Slovenská republika

^{a *} maria.hambalkova@uniag.sk, ^b zdenka_kadekova@yahoo.com

Key words: Dependence Quantification, Comparative Advantage, Export Performance, V4 Countries.

Abstract

Foreign trade represents the import of those commodities which in the country fail to grow because of the climate or cannot be produced for various different reasons. On the other hand, imported foreign commodities are competition in domestic market. The effort of each country is to achieve a positive trade balance. In this respect, it is very essential to follow the export and import of foreign trade. The aim of the submitted paper is dependence quantification of comparative advantage on the export performance of the V4 countries. Reaching this aim is supported by following partial aims: Slovak Republic as part of the V4, Global index of competitiveness of V4, Agrarian Trade of V4, Agrarian Trade of the Slovak Republic and the Czech Republic, Agrarian Trade of the Slovak Republic and Hungary, Agrarian Trade of the Slovak Republic and Poland. Concerning the foreign trade, based on the long term development, the major trade partners of the Slovak Republic are the EU member states including V4, the Russian Federation, China and USA. The Czech Republic has the largest share in Slovak export and import of all V4 countries. The estimated volume of foreign trade in 2020 will reach 184% value in comparison with year 2012, in real terms, 225 billion EUR in prices of year 2012- from which exports will take 124 billion EUR and imports 101 billion EUR. This corresponds to an average annual growth of export by 8.8% and import by 6.9%. The positive balance of foreign trade will increase from 3.6 billion EUR in 2012 to 23 billion EUR in 2020. When expected level of GDP is 90 billion EUR, the openness of the Slovak economy will grow at 250%.

Cross-border M&A activity within European area

HEČKOVÁ Jaroslava ^{1,a}, CHAPČÁKOVÁ Alexandra ^{1,b *},
LITAVCOVÁ Eva ^{1,c}, MARKOVÁ Stela ^{1,d}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Konštantínova 16,
080 01 Prešov, Slovenská republika

^a jaroslava.heckova@unipo.sk, ^{b*} chapcakova@yahoo.com, ^c eva.litavcova@unipo.sk,
^d stela.markova@smail.unipo.sk

Key words: Cross-border Merger, Cross-border Acquisition, Regression, Analysis, European area.

Abstract

Cross-border mergers and acquisitions (M&As) have become the dominant mode of growth for enterprises seeking competitive advantage in an increasingly complex and global business economy. The questions cross-border M&As raise and the reactions they elicit are not new, but they are clearly growing in importance with the rise in foreign takeovers. The emergence of multinational enterprises from developing countries has also added a new dimension. It is often pointed out that cross-border capital reallocation is partly the result of financial liberalization policies and regional agreements. The aim of this paper is to contribute knowledge on the issues of cross-border mergers and acquisitions more objective perspective on selected aspects determined the development of cross-border mergers and acquisitions in selected countries of the European area and Turkey. The paper was prepared in the scope of implementing the project VEGA No. 1/0031/17 „Cross-border mergers and acquisitions in the context of economic and social determinants in the European area“.

Application of controlling tools with a focus on business performance improvement

HORVÁTHOVÁ Jarmila ^{1,a*}, MOKRIŠOVÁ Martina ^{1,b}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Konštantínova 16,
080 01 Prešov, Slovenská republika

^{a*} jarmila.horvathova@unipo.sk, ^b martina.mokrisova@unipo.sk

Key words: Controlling, Key performance indicators, Performance, Risk.

Abstract

Nowadays there are new fields in concept of controlling such as risk controlling, performance controlling or value based controlling. Application of controlling in these areas is given by dynamic and changing environment and by the effort of management of businesses to increase company value in terms of US approach to the use of controlling. Business performance evaluation is also necessary precondition to ensure maximization of business success and to maintain business position in constantly changing conditions of global market environment. In terms of historical development business performance measurement has passed through several time periods, from reporting of profit margin through profit maximization and various types of profitability indicators to the criteria for achieving value for owners. There have also been many significant changes not only in performance measurement approaches but also in the methods and tools used for performance evaluation. The aim of this paper is to calculate business performance and to identify performance indicators applying selected methods. Subject for objective fulfilment were secondary data from financial statements of businesses operating in Slovak heat industry. Based on data analysis we determined key performance indicators of selected sample of businesses. The benefit of this paper is the selection of appropriate model for performance evaluation of Slovak businesses with the acceptance of selected key performance indicators and risk factors.

Manager's ability to make right decisions

HRABLIK CHOVANOVÁ Henrieta ^{1,a *}, BABČANOVÁ Dagmar ^{1,b},
FIRSOVA Svetlana ^{2,c}, SAMÁKOVÁ Jana ^{1,d}

¹ Slovenská technická univerzita Bratislava, Materiálovotechnologická fakulta so sídlom v Trnave, J. Bottu 25, 917 24 Trnava, Slovenská republika

² Department of Finance and Credit Engineering and Economics Faculty Izhevsk state technical university of the name M. T. Kalashnikov, Studencheskaya street 7, 426069 Izhevsk, Russia

^{a *} henrieta.chovanova@stuba.sk, ^b dagmar.babcanova@stuba.sk, ^c firsova_sveta@mail.ru, ^d jana.samakova@stuba.sk

Key words: Manager, Managerial decision making, Problem, Decision-making errors, Operational research, Simulation.

Abstract

The purpose of this paper is to emphasize managers' function to decide correctly. It describes managers' personal features which influence the course of right decision making; most frequent barriers of effective problem solving and most often appearing mistakes in decision making. "Managers are people who are responsible for decision-making and implementation of decisions in the organization with the purpose to co-ordinate activities of subordinates to meet organizational objectives." When decision-making, managers need to have the relevant information and they need to have them in the "right quantity and quality." The paper stresses the importance of mathematical programming in developing of management thinking. According to current knowledge, mathematical programming (one field of the operational analysis) has got a direct relevance as a toolbox for solving optimization problems (methods are being used in economics, medicine, insurance sector, banking and architecture). In close relation to the system approach it has helped to optimize managerial thinking - in theory and in practice, too. This logic modelling provides a very organized approach for solving decision problems.

Building competitive advantage

HRUŠOVSKÁ Dana ^{1,a *}, MATUŠOVIČ Martin ^{1,b}

¹ Ekonomická univerzita, Fakulta podnikového manažmentu, Dolnozemska cesta 1,
852 35 Bratislava, Slovenská republika

^{a*} dana.hrusovska@euba.sk, ^b martin.matusovic@euba.sk

Key words: Sustainability, Competitive advantages, Customer behaviour, Competitiveness.

Abstract

This article focuses on the analysis of sustainability of competitive advantages associated with understanding changes in customer behavior and expectations. Creating a competitive advantage is generally the object of competitive attacks. We describe forms of competition or weakening the competitive advantage associated with supply and demand in the market. The new market conditions force managers to develop new strategies, build sustainable competitive advantages and expand their product portfolio and market segments in order to survive, to ensure sufficient company performance and become competitive. The competitiveness of enterprises is determined by a combination of factors. We define and analyze the four factors affecting the intensity of competition in a given market: technology, pricing, creativity, individual offer for customer and flexible working hours. Level of profitability increased with changes in technology. The highest profitability we can see if you can negotiate a price rarely, then it gradually decreasing. At the high and very high creativity are gradually decreasing profits. Profitability is high already at low possibilities to use flexible working hours. Detailed results are displayed given frequency of profitability and rentability of equity by competitive advantages. The paper presents the competitiveness of research in Slovakia, which is based directly on the Barometer24. Data collection, currently run by authors of this paper and cooperating universities from Poland, Slovakia, Czech Republic, Finland and Spain. We analyzed the relationships on the sample of 660 companies operating in Slovakia. Based on an analysis, we suggest a draft model of Factors Competitive Advancements (FCA).

Types of Managers and Moral Reasoning

HVASTOVÁ Jozefína ^{1,a *}

¹ Katolícka univerzita Ružomberok, Teologická fakulta v Košiciach, Hlavná 89,
041 21 Košice, Slovenská republika

^{a*} jozefina.hvastova@ku.sk

Key words: Business management, Ethical dilemmas, Business ethics.

Abstract

The subject of moral values and business issues is an ongoing discussion on moral principles in business practices. The integration between the commercial world and the ethical perspective with a greater emphasis on moral aspects is needed. Today such integration of these two subjects – business and ethics is always being more and more developed in published literature. This paper regards the problem of interaction between business motives and the ethical perspective of an individual approach. The research reflects the attitudes towards special ethical problems regarding individual value systems and decision making. The sample consists of 167 business school students who were questioned and then divided into 6 types of managers. Three scenarios were administered to them and four moral scales were measured (justice, relativism, utilitarianism, and egoism). Consequently, some individual factors (such as age, political orientation, and religiousness) were tested. The results confirm that some of the individual factors are related to moral decision making not excluding the types of managers.

RFID as innovation for improvement of manufacturing plant performance

HYRÁNEK Eduard ^{1,a *}, SOROKAČ Adam ^{2,b}, MIŠOTA Branislav ^{2,c}

¹ Ekonomická univerzita v Bratislave, Fakulta podnikového manažmentu,
Dolnozemska cesta 1, 852 35 Bratislava, Slovenská republika

² Slovenská technická univerzita v Bratislave, Ústav manažmentu, Vazovova 5,
812 43 Bratislava, Slovenská republika

^{a *} eduard.hyranek@euba.sk, ^b asorokac@gmail.com, ^c branislav.misota@stuba.sk

Key words: RFID, Logistic, Industry 4.0, Manufacturing plant performance.

Abstract

Radio-frequency identification (RFID) is successful verify by different application of different industry in the long term. Therefore, if we need to solve increase of traceability of material flow in manufacture process or within hole logistic chain, one opportunity is implementation of technology RFID. Main advantage given technology is currently portfolio of products, which are offered by leading companies of industry automation means. Key factor of concept Industry 4.0 is to have enough quality information. Material flow in manufacture process or specify technology operation is describe by moving elements, so that RFID. Article deal with case study of alternative for barcode technology by RFID technology. It is production of brakes for car, where base entities were trace by paper card with barcode with information about entities. Instead of paper card with barcode was created way of contactless automatic scanning information of entities in logistic of manufacture process by RFID tags, RFID readers and WLAN network. Implementation of given solution wasn't realized, but with simulation model was verified by specialist from given manufacture plant. On this output of simulation was possible via economics evaluation metrics assess effect on manufacturing plant performance.

Preventing unfair competition in Poland

CHOCHOWSKI Krzysztof ^{1,a *}

¹ State Higher Vocational School Memorial of Prof. Stanislaw Tarnowski
in Tarnobrzegn, ul. Sienkiewicza 50, 39-400 TARNOBRZEG, Poland

^{a*} krzysztof.chochowski@op.pl

Key words: Competition, Protection, Law, Act of unfair competition.

Abstract

One of the foundations of a free market economy is free and fair competition. The rivalry of entrepreneurs by the customer contributes to the quality of the goods and services offered. Unfortunately, it often happens that this economic struggle takes place in a dishonest way, to the detriment of customers as well as the entrepreneurs themselves. The role of the state is therefore to create such a legal framework that would guarantee a fair competition between entrepreneurs and therefore fair competition. Fair competition is crucial for the proper development of both the free market economy and the entrepreneurial spirit. Therefore, it is no doubt that the state should interfere in the activities of economic operators, but the scope of this intervention can not be excessive. Created legal regulations, on the one hand, enable the development of entrepreneurship, on the other hand, however, eliminate from the economic pathological phenomena. Honesty is in every sphere of social life, including in the economy, a universally accepted and desirable value. This article presents reflections on the constitutional principle of fair competition, as expressed in Art. 76 of the Constitution of the Republic of Poland, the scope of the law on combating unfair competition, its repressive and preventive function. In addition, it identifies the essence of the act of unfair competition and the most common types of acts of unfair competition, as well as the legal responsibility for doing so.

Inventory optimization in electrode production

KHAYRULLINA Marina ^{1,a*}, KISLITSINA Olga ^{1,b}, CHUVAEV Alexey ^{1,c}

¹ Novosibirsk State Technical University, Faculty of Business, K. Marx 20,
630073 Novosibirsk, Russia

^{a*} khayrullina@corp.nstu.ru, ^b kislicyna@corp.nstu.ru, ^c achuvaev@inbox.ru

Key words: Inventory management, Inventory level, Inventory optimization.

Abstract

Inventory management is an important element in the management system of working capital and production activity of enterprise. The methodology of inventory management of manufacturing enterprise, which includes different methods and approaches, was developed in the world practice. The most widely used ones are normative and logistic methods, which are contraposed by researchers sometimes. In the market economy these methods should be integrated and complement each other. The examples are methods and tools of inventory management based on the principles of pull production system (in particular Kanban and dynamic buffer management). But in case, when lengthy production cycle is longer than the necessary period of order execution, the using of methods and tools, mentioned above, leads to the high level of inventory, which raises the problem of decreasing inventory turnover. This problem cannot be solved by existing tools. The article presents the optimization algorithm of manufacturing inventory (WIP) which is demonstrated by the example of the enterprise of electrode industry. The solution is based on the combination of “pull” system tools and methods of mathematical statistics. The use of developed model allows significant decrease of inventory level and leads to free surplus of turnover while maintaining the level of delivery reliability required by customer.

Information technology in logistics

ISKRA Mariusz^{1, a *}

¹ University of Economics in Bratislava, Faculty of Business Economics with seat
in Košice, Tajovského 13, 040 01 Košice, Slovenská republika

^{a *} ismar@poczta.fm

Key words: Logistics, Information technology.

Abstract

The fundamental influence on the results of enterprises is the efficiency of its management system. This article presents the importance of information technology. There are presented types of information management systems and their application areas (solutions for cooperation between enterprises, enterprise solutions supporting activities, solutions for monitoring and tracking of consignments and vehicles). There are presented some information technologies and solutions for logistics and discussed the future trends in logistic information technology supporting management. There are also discussed the automatic identification of objects based on the reading from the database of the computer system information, carried out using specialized readers which gives great opportunities for innovation within large companies with complex logistics processes. There is presented the conclusion that information systems are created in close connection to business process management.

The Possibilities of Using the Queuing Theory to Optimize the Parameters of Aircraft Ground Handling by Using the Cost Function

JENČOVÁ Edina ^{1,a *}, VAGNER Juraj ^{1,b}, KOŠČÁK Peter ^{1,c},
MIŽENKOVÁ Žaneta ^{1,d}

¹ Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice, Slovenská republika

^{a *} edina.jencova@tuke.sk, ^b juraj.vagner@tuke.sk, ^c peter.koscak@tuke.sk,
^d zaneta.mizenkova@tuke.sk

Key words: Cost function, Queuing theory, Ground handling, Optimize, Economic result.

Abstract

The paper describes the possibilities of using the queuing theory to optimize the parameters of aircraft ground handling by using the cost function. The task of the queuing theory is to examine models in which the operating system may have one or more service lines (equipment and associated personnel), which serve requirements in terms of costs and benefits and changes depending on the number of parallel lines. The aim of these tasks is to optimize the number of lines that unnecessarily prevent costs in equipment downtime and personnel on the one hand and the queue or the waiting time of requirements (aircraft and passengers) on the other, which would mean a breach of the flight schedule and the conditions agreed in the operation contract and the payment of compensation to customers and the loss of their trust. The paper defines various types of costs, which includes the cost function and the proposal of tables in Microsoft Excel to calculate the economic results of the individual variations of aircraft ground handling.

The desing of the methodology of creation of a competency model of employees of industrial enterprises in Slovakia with the utilization of the AHP method in the context of sustainable

JURÍK Lukáš^{1,a *}, SAKÁL Peter^{1,b}

¹ STU Bratislava, Materiálovotechnologická fakulta so sídlom v Trnave, J. Bottu 25,
917 24 Trnava, Slovenská republika

^{a *} lukas.jurik@stuba.sk, ^b peter.sakal@stuba.sk

Key words: Competency model, Creation of competency model, Analytic Hierachy Process, Sustainable development.

Abstract

The effectiveness and performance of an organization is determined by the quality of human capital. The desired quality of human capital is expressed by the competency models. The current state of economic and social situation requires that the criteria and principles of sustainable development were include into the creation of competency models of employees of industrial enterprises, because a person (employee) is the one, who is the foundation and pillar in the dissemination of the ideas of sustainable development. The ambition of this paper is to create an outline of the methodology of the creation of competency model of employees of industrial enterprises in Slovakia with the utilization of the AHP method in the context of sustainable development. The paper builds on the results of APVV project No. LPP-0384-09 „Koncept HCS model 3E vs. koncept Corporate Social Responsibility (CSR)” and KEGA project No. 037STU-4/2012 Implementation of the subject of “Sustainable Corporate Social Responsibility” into the study programme of Industrial Management in the second degree of study at STU MTF Trnava”.

Metóda modelovania optimalizácie dostupnosti náhradných dielov a komponentov pre automobilový priemysel

KABDI Kani ^{1,a}, SULEIMENOV Tynys ^{1,b}, ABAY Aigul ^{1,c},
BOSÁK Martin ^{2,d *}

¹ L. N. Gumilyov Eurasian National University, Satpayev str. 2, 010000 Astana, Kazakhstan

² University of Economics in Bratislava, Faculty of Business Economics with seat in Košice, Tajovského 13, 041 30 Košice, Slovak Republic

^a kani.kabdi@mail.ru, ^b suleimenov_tk@enu.kz, ^c aigul_ab_ast@mail.ru,
^{d *} martin.bosak@euke.sk

Kľúčové slová: Modelovanie, Dodávateľia, Automobilový priemysel.

Abstrakt

V rozvoji globálneho automobilového priemyslu medzi dôležité faktory patria dodávateľia, keďže výroba automobilov predstavuje sofistikovaný systém vzájomne prepojených podnikov spolupracujúcich v rámci dodávateľskej siete. Dodávateľia v mnohých prípadoch udávajú smer a trendy vďaka rýchle sa rozvíjajúcim inováciám, ktoré ponúkajú finálnym výrobcam automobilov. Mnohé diely a komponenty automobilu sú vyvíjané, konštruované a testované v spolupráci s dodávateľskými podnikmi, ktoré preberajú komplexnú zodpovednosť za svoj výrobok a taktiež za všetkých subdodávateľov na jednotlivých stupňoch až k výrobcam základných surovín, materiálov a polotovarov. Jedným z trendov v automobilovom priemysle je približovanie sa dodávateľov k automobilkám a charakterizovaný zvyšovaním efektívnosti fungovania jednotlivých dodávateľských reťazcov, zavádzaním nových informačných a komunikačných technológií, čo vedie k zmenám a prenosu zodpovednosti za jednotlivé úlohy. Kľúčové úlohy, ktorými disponovali finálni výrobcovia automobilov, v súčasnosti v značnej miere preberajú dodávateľia, čím sa zvyšuje ich podiel účasti na riešení úloh vo výrobe a vývoji automobilov. Autori v článku predstavujú ako výstup svojej výskumnej činnosti metódu modelovania optimalizácie dostupnosti jednotlivých komponentov dodávateľov pre automobilové výrobné podniky.

Developing of Pricing System Providing Efficient Price Management for Russian Enterprises

KASHIRINA Anna ^{1,a *}

¹ Novosibirsk State Technical University, Faculty of Business, K. Marx 20,
630073 Novosibirsk, Russia

^{a*} amm@ngs.ru

Key words: Price, Price Management, Sale Cannels.

Abstract

It is usual to think of price as the amount of money we must sacrifice to acquire something we desire. But from the producers point of view price is the sophisticated instrument of the commercial firm's policy. There are two approaches to pricing: the cost-based pricing taking into account the actual production and sale costs and the value - based pricing that take into consideration the value of the goods for the buyer. The majority of Russian enterprises have been using the cost-based pricing till now. Obviously the second way is more efficient because knowing buyer's needs you will sell more. But it is not right practice to move from cost-based practice to value-based practice ignoring old traditions. That is why I propose using economic-and-mathematical models to combine these two approaches. The parametric price model is such a method that set price depending on the basic consumer parameters of the goods.

Regulation of residual deficit in subsystems discrete manufacturing

KHAYRULLINA Marina ^{1,a *}, **MAMONOV Valeriy** ^{1,b}

¹ Novosibirsk State Technical University, Faculty of business, K. Marx 20,
630073 Novosibirsk, Russia

^{a*} proreg5@mail.ru, ^b v.mamonov@corp.nstu.ru

Key words: Input deficit, Remaining deficit, Penalty function, Deficit management, Shrinking the deficit.

Abstract

The article considers a production system consisting of a series circuit subsystems. Each subsystem is a consumer of the products of the previous subsystem and is a supplier of products for the subsequent subsystem. Delays in delivery of products on time is due to the action of random factors. To compensate for the delay in the subsystem are created reserves. The cost of the reserves will be returned in the form of fines. The article examines the relationship between the value of delay in delivery from the previous subsystem and delayed delivery of products to the subsequent subsystem. Due to the effect of random factors, the production of the subsystem might be delayed relative to the set interval of supply to a consumer subsystem. In this case, a supply time deficit appears. On the basis of a statistical model of the flow of subjects of labor over time throughout the “supplier – consumer” manufacturing chain, the instability in the subsystem operation can be described as average delays and time lags in production supply to the allied units. So, the function characterizing the cost value of resources of the subsystem per each additional unit of the input deficit reduction has a shape of an increasing downward-convex function. Whereas the study includes two parameters, so it is quite sufficient to determine a function of costs for the external instability regulation as a function depending on the following two parameters: the value of the input deficit and output deficit.

Role of corporate social responsibility in sustainable development: the Russian situation in the context of the international comparisons

KHAYRULLINA Marina ^{1,a *}

¹ Novosibirsk State Technical University, Business Faculty, R. Marx Av. 20,
630073, Novosibirsk, Russia

^{a*} proreg5@mail.ru

Key words: Corporate social responsibility, Sustainable development, International comparison, Russia.

Abstract

Over the last 30 years the world's attention is drawn to the problem of limited natural resources and to the need of effective tools improvement for sustainable development. Corporate social responsibility (CSR) is one of such tools at the enterprise level. Russia is at the beginning of CSR system construction. Russian society, businesses and regional governments are faced with questions: Is it enough to comply with the laws and pay taxes? What are the areas of corporate influence? What are the impact of CSR and effects for business and society? Study of the international experience and the results of cross-country comparisons provide answers to them. The article contains the results of the comparative assessment of Russian and world trends, the impact of the CSR, the role of governments. Critical analysis of the Russian situation in the context of the international comparison allows formulating the recommendations for CSR Policy Development.

Finančné vykazovanie subjektov verejného sektora podľa Konceptného rámca

KICOVÁ Marianna ^{1,a *}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 040 01 Košice, Slovenská republika

^{a*} marianna.kicova@euke.sk

Kľúčové slová: Konceptný rámec, Finančné vykazovanie, Verejný sektor, IFRS, Účtovníctvo.

Abstrakt

Konceptný rámec pre finančné vykazovanie subjektov verejného sektora určené na všeobecné účely stanovuje spôsoby, ktoré sa uplatňujú pri príprave a prezentácii finančných výkazov subjektov verejného sektora určených na všeobecné účely. Príspevok sa zaoberá požiadavkami v tých oblastiach, ktoré sú obsahom Konceptného rámca pre finančné vykazovanie subjektov verejného sektora určené na všeobecné účely, konkrétne postavenie a právomoc Konceptného rámca pre finančné vykazovanie subjektov verejného sektora určené na všeobecné účely, používatelia informácií z finančných výkazov určených na všeobecné účely, kvalitatívne charakteristiky, ktoré musia spĺňať informácie vykazované vo finančných výkazoch určených na všeobecné účely, vymedzenie vykazujúceho subjektu, vymedzenie a kritériá pre vykázanie položiek vo finančných výkazoch určených na všeobecné účely, oceňovanie majetku a záväzkov, ktoré sú vykázané vo finančných výkazoch určených na všeobecné účely, prezentovanie informácií vo finančných výkazoch určených na všeobecné účely. Uplatňovanie požiadaviek Konceptného rámca pre finančné vykazovanie subjektov verejného sektora určené na všeobecné účely umožňuje zabezpečiť transparentnosť finančného vykazovania subjektov verejného sektora. To znamená, že finančné výkazy subjektov verejného sektora určené na všeobecné účely poskytujú transparentné informácie, ktoré sú užitočné pre používateľov za účelom prijatia zodpovednosti a prijímania rozhodnutí.

Business performance management in small and medium sized companies - Case of the software package and its implementation

KLUČKA Jozef ^{1,a*}

¹ Žilinská univerzita v Žiline, Fakulta bezpečnostného inžinierstva,
Univerzitná 8215/1, 010 26 Žilina, Slovenská republika

^{a*} jozef.klucka@fbi.uniza.sk

Key words: Business performance management, Business intelligence, Business strategy, Software.

Abstract

Business performance management is a powerful tool to monitor effectiveness and sustainability of an enterprise. The implementation of business performance is intuitively clear but in practice there are many obstacles – due to subjective or objective matters. There is the software package NEO BI within the framework “Business Intelligence” aimed at small and medium sized companies. The objective of the paper is to clarify business strategy of a software company to successfully develop and implement this software in small and medium enterprises. The paper also deals with implementation of performance management in a company – for many small and medium enterprises is the identification of key success factors and key performance indicators a challenging procedure. But to successfully implement performance management means for software company as well as for small and medium enterprise define indicators and responsible persons and structures, communication flows to mitigate problems. The obstacles are different: small and medium sized companies focus on “short term -” and “technological-” objectives; the objective for the software company is to provide added value – therefore not only attract a customer but also keep him/her should be the strategy objective. In the paper will be presented approaches to implement in order to achieve business objectives.

Nový prístup k verejným zdrojom vo svetle tzv. protischránkového zákona

KMETŤOVÁ Oľga^{1,a*}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} olga.kmetova@euke.sk

Kľúčové slová: Verejné obstarávanie, Register partnerov verejného sektora, Verejné financie, Protischránkový zákon, Verejné zdroje.

Abstrakt

Cesta k vyššej transparentnosti nakladania s verejnými financiami viedla k prijatiu nového zákona č. 315/2016 Z. z. o registri partnerov verejného sektora. Tento tzv. protischránkový zákon zavádza odo dňa 1. februára 2017 nový register partnerov verejného sektora vedený Ministerstvom spravodlivosti SR. Register nahrádza doterajší register konečných užívateľov výhod vedený Úradom pre verejné obstarávanie. Na rozdiel od doterajšej právnej úpravy obmedzujúcej sa len na procesy spojené s verejným obstarávaním, nová právna úprava má plošný charakter z hľadiska prístupu k verejným zdrojom. Zavedenie registra partnerov verejného sektora a úprava s tým súvisiacich otázok má za cieľ legislatívne vymedziť požiadavky na subjekty, s ktorými vstupuje štát, resp. subjekty verejného sektora do právnych vzťahov, resp. v rámci ktorých tretia osoba prijíma akékoľvek plnenie vrátane predaja majetku štátu. Register by mal odhaliť, v akých firmách pôsobia verejní funkcionári, odkryť vlastnícku štruktúru firiem. Cieľom príspevku je poukázať na novú právnu úpravu a predstaviť pravidlá, ktoré nový zákon zavádza do praxe.

Tourism information flows in destination management

KOL'VEKOVÁ Gabriela ^{1,a *}, LIPTÁKOVÁ Erika ^{1,b}, SIDOR Csaba ^{2,c},
KRŠÁK Branislav ^{2,d}

¹ Technická univerzita v Košiciach, Ekonomická fakulta, Letná 9, 042 00 Košice,
Slovenská republika

² Technická univerzita v Košiciach, Fakulta BERG, Letná 9, 042 00 Košice,
Slovenská republika

^{a *} gabriela.kolvekova@tuke.sk, ^b erika.liptakova@tuke.sk, ^c csaba.sidor@tuke.sk,
^d branislav.krsak@tuke.sk

Key words: Innovation, Tourism, Regional management, Supply chain, DMO.

Abstract

Regional Tourism Organizations in Slovakia play important role in destination management. They are understood here as decision makers with an influence upon achieving a tourism goal of Slovakia. The goal was set in Manifesto of the Government of the Slovak Republic 2016-2020. The goal includes apart from others encouraging destination management. The paper discusses information selection and their use in improving competitiveness of tourism sector as whole. Survey was prepared within APVV project that aims to support use of information within all actors participating in tourism sector. The questions were answered by Destination Management Organization (abbreviation: DMO) located all over Slovakia and their answers allowed us to see behind a curtain of decision making and find out, which information are used preferably. The outcome of this paper is to provide an overview of how decision makers use information so far and suggest more possibilities for exploiting existing data in order to support destination management in Slovakia.

Economic aspects of inspection of pipelines with unmanned aerial vehicles

KOVÁCS Csaba ^{1,a*}, SZABO Stanislav ^{2,b}, ABSOLON Stanislav ^{1,c}

¹ ČVUT v Praze, Fakulta dopravní, Ústav letecké dopravy, Horská 3, 128 03 Praha 2,
Česká republika

² Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice,
Slovenská republika

^{a*} csaba.kovacs@eagleck.com, ^b Stanislav.Szabo@tuke.sk, ^c absolsta@fd.cvut.cz

Key words: Inspection, Pipelines, Unmanned aerial vehicles.

Abstract

The article focuses on the economic benefits of the use of unmanned aerial vehicles compared to the existing monitoring system. Pipes, compressors and pumps are often found in difficult terrain, therefore their inspection is complicated. Visual controls should be performed at regular intervals, regardless of weather conditions. Consequently, these methods are time and money-consuming. Progress in remote sensing solution, processing technology and image stabilization provides a basis for designing monitoring systems for pipelines using remote sensors and context-oriented image processing software. The most widespread solution for air monitoring of pipelines by using helicopters brought out problems in security area of helicopter's operations with necessary presence of pilot and operator. With an increasing age, pipelines are more susceptible to corrosion leading to the release of dangerous substances, which can have a negative impact on the environment, population, economy and the international oil market. The economic advantage of monitoring their operations is a matter of global importance. UAV's monitoring systems regularly provide measured data important for characterization of structural and functional qualities of pipes and that might help detect problems in a sufficient period of time allowing, if necessary, take appropriate safety precautions.

Corporate reputation in automotive industry

KOZÁKOVÁ Mária ^{1,a *}, LUKÁČ Jakub ^{1,b}

¹ Ekonomická univerzita, Fakulta podnikového manažmentu, Dolnozemska cesta 1,
852 35 Bratislava, Slovenská republika

^{a *} maria.kozakova@euba.sk, ^b jakub.lukac@euba.sk

Key words: Corporate reputation, Automotive industry, Reputation measurement, Organization, Share value.

Abstract

Good corporate reputation is very important because of its potential for value creation and intangible characteristics which make replication by other firms more difficult. The concept of corporate reputation has gained widespread attention throughout the world because it is believed that a company's reputation, as experienced by various stakeholders, will ultimately influence commercial opportunities, sales, and profit and non-commercial (consumer trust, loyalty) outcomes. Corporate reputation can be a key contributor to an organization's success and it can just as easily be a contributing factor to an organization's failure. It is one of the most important intangible assets for maintaining and enhancing firms' competitiveness in the global marketplace. Corporate reputation encompasses the feelings of individuals toward a company, plays an important role in the growth of share value and also supports the company's ability to attract qualified staff. The aim of this paper is to evaluate and compare the corporate reputation in automotive industry.

Modern technologies using in the ergonomics application in logistics

KRAMÁROVÁ Miroslava ^{1,a*}, DULINA Ľuboslav ^{1,b}, ČECHOVÁ Ivana ^{1,c},
KRAJČOVIČ Martin ^{1,d}

¹ Žilinská univerzita v Žiline, Strojnícka fakulta, Univerzitná 8215/1, 010 26 Žilina,
Slovenská republika

^{a*} miroslava.kramarova@fstroj.uniza.sk, ^b luboslav.dulina@fstroj.uniza.sk,
^c Ivana.Cechova@fstroj.uniza.sk, ^c martin.krajcovic@fstroj.uniza.sk

Key words: Ergonomics, Non-physiological postures of forklifts operators, Spinal load, Spinal muscle tension.

Abstract

The human role at work is currently changing. Also, is changing load form impact in human characterized by varying the ratio between physical and mental load. That's why is changing focus of ergonomics from production and assembly to logistics and maintenance. The article provides information about the dangerous logistic activities in a company, where a worker is exposed to an excessive load to the musculoskeletal system. It describes the dependence between the operator's load parameter during his control of a forklift and his subjective reaction to this load parameter in the form of strain. Evaluation of the operator's strain is based on the force that is exerted on the intervertebral segment L4 / L5 and the muscles in the spine. In addition to the workload the attention given to different impacts on the working position of a man and a woman. It also provides information about values of the operator's awkward postures, differing from the neutral working posture during a specific work activity that's hazardous. Subsequently, the article defines the optimal range of parameters for an operator, during his control of a forklift, within which he doesn't get into non-physiological work postures associated with discomfort.

The economics of VFR to IFR aerodromes change

KRAUS Jakub ^{1,a*}, ŠTUMPER Marek ^{1,b}, HULÍNSKÁ Šárka ^{1,c},
SVOBODA Karel ^{1,d}

¹ Czech Technical University in Prague, Faculty of Transportation Sciences, Horská 3,
128 03 Prague 2, Česká republika

^{a*} kraus@fd.cvut.cz, ^b stumpmar@fd.cvut.cz, ^c hulinsar@fd.cvut.cz, ^d svobokar@fd.cvut.cz

Key words: Aerodrome, VFR, IFR, Airport, Transformation, Building.

Abstract

This article focuses on the economic evaluation of rebuilding airport for IFR traffic to support the development of aviation nodes, which are important economic elements in the regions in their regions and often overlooked. When considering the predicted doubling of transported passengers over the next 20 years, it is obvious that some aerodromes will hit their capacity cap. Construction of new terminals and runways solves the problem only partially. It will be necessary to invest into building and development of new IFR airports, which will serve individual regions. Construction of completely new airports is, however, very expensive and has to deal with number of obstacles, such as ecological and political ones. Therefore, solution that is more economical might be rebuilding of suitable VFR airports to IFR airports. The challenge is to assess reconstruction of VFR airport to airport with IFR traffic. Firstly, it is necessary to assess the differences between the requirements for IFR and VFR airport and define the required initial and target state. Model airport was created with given parameters and set the desired parameters of the target state. To evaluate the transformation of the airport, three options which fulfil the desired parameters of the target state and have different airport facilities, are selected. The first option represents the lowest investment, which only meets the legislative requirements. The second option represents regional airports and the third one is for airports with major growth ambitions. Transforming a VFR airport to IFR airport is a project with a goal to build an international airport of regional importance. There are in total three options, but the cheapest one was there only to show the cheapest possible way of creating an IFR airport while following the regulations. In a real life situation, such option would make no sense and is not considered in the cost-benefit analysis. Therefore, cost benefit analysis is applied only for Option II and III. The results show that the mid-option is the best with return of investment period 5.04 years. It was shown, that it is economically viable to transform a VFR airport to IFR airport.

Usability of online public data for flexible Slovak DMOs knowledge and marketing management

KRŠÁK Branislav ^{1,a}, SIDOR Csaba ^{1,b*}, ŠTRBA Ľubomír ^{1,c}

¹ Technická univerzita v Košiciach, Fakulta BERG, Nemcovej 32, 042 00 Košice,
Slovenská republika

^a branislav.krsak@tuke.sk, ^{b*} csaba.sidor@tuke.sk, ^c lubomir.strba@tuke.sk

Key words: Public data, Open data, Destination management, DMO, Knowledge structures.

Abstract

Already in 1995 concepts of Tourism Satellite Accounts were being designed to increase and improve knowledge of tourism's relationship to overall economic activities at the level of countries (UNWTO, 2000). At present national partial tourism data, data from related industries, data about related social a demography aspects of EU member countries are open and accessible at NUTS 1-3 level (Eurostat, 2017). For local destinations represented by DMO's uniting local public and private stakeholders operating at LAU 2 levels, this data is only partially usable. The paper's aim is to verify the accessibility, usability and analytical value of online public data for local destination management organizations (hereinafter DMO) in accordance with official international standards of destination management indicators. For basic testing three most relevant national databases were analysed - The Statistical office of the Slovak Republic's Data cube and Registry of accommodation facilities: and the Slovak Ministry of Finance's Registry of Financial statements. Results show that within current terms Slovak DMO's are able to partially gain extensive knowledge about the total performance of their destinations. On the other hand from the perspective of flexibility and usability of data for destinations' internal market analysis many barriers arise. The paper concludes with possible solutions for continuous automated data extraction with pre-programmed destination indicators.

Efficiency of selected primary health care facilities

LACKO Roman^{1,a*}, HURNÝ František^{1,b}

¹ University of Economics in Bratislava, Faculty of Business Economics with seat
in Kosice, Tajovského 13, 040 01 Košice, Slovakia

^{a*} roman.lacko@euke.sk, ^b frantisek.hurny@student.euke.sk

Key words: Health care, Primary care, DEA, Bootstrap.

Abstract

Efficiency of Slovak health care is currently deeply under investigation of Ministry of health. One of the biggest area of health care providers are the primary care health care facilities. The aim of our work is to measure and evaluate the efficiency of selected primary care facilities on the regional level in the Slovak Republic. The efficiency of processes, which is part of processes performance measurement in the health care is mostly measured using Data envelopment analysis method and its modifications. We will calculate the CCR and BCC input (output) efficiencies to obtain the efficiency values and slacks, which can tell us, which processes are likely to be improved. Since the Data envelopment analysis is deterministic method, we use double bootstrap method to get efficiencies which are concerning statistical bias. Then we can construct statistical confidence interval of selected primary care facilities. After that we can prove the statistical significance of improvement in the selected period.

Integrating Safety, Quality and Reliability for Management of Production and Service Delivery

LALIŠ Andrej ^{1,a*}, KRAUS Jakub ^{1,b}, VITTEK Peter ^{1,c}

¹ České vysoké učení technické v Praze, Fakulta dopravní, Horská 3, 128 03 Prague 2, Česká republika

^{a*} lalisand@fd.cvut.cz, ^b kraus@fd.cvut.cz, ^c vittek@fd.cvut.cz

Key words: Integrated Management Systems, Operation, Production, Quality Management, Reliability Management, Safety Management.

Abstract

The goal of this paper is identification of the difference between safety, quality and reliability from the perspective of managing production facility or company delivering services. Manufacturers and companies are concerned with economical aspects of their operations first, followed by delivered quality of product or service and its reliability as applicable. Safety is normally the last to the fore. They need to address all of them and, as a result, there are attempts to establish integrated management systems. The problem is that the distinction between all the qualities is frequently subject of confusion and the actual benefits from proper management of each remain unexploited. This is especially true for safety, which has no clear link to economic benefits, despite being related indirectly to both quality and reliability. Similar issues can be identified with integration of management systems. Whilst the focus remains on economic advantages of the integration, proper understanding of the qualities prior to their integration is often missing. As a result, no synergy effect is achieved or, in a worse case, various activities are merged non-systematically leading to decreased efficacy of the management system. This paper aims at identification of appropriate definition of safety, quality and reliability by analysing theoretical background available to date. In the next step, distinctions between these qualities are identified, followed by practical implications with regard to real environment. Special attention is devoted to overlaps between the qualities to highlight the increased risk of their misunderstanding. The paper continues with a case study from the domain of transportation to demonstrate application of the theoretical background and the rationale into real environment. The results indicate that competitive advantage can be achieved by thorough implementation of integrated management system where accurate distinction between safety, quality and reliability is considered prior to the system setup. Even though it is not possible to calculate indirect cost savings induced by such system design, there is a strong indication that the savings are unlikely to be marginal. It can be concluded that, in the long-term, there are clear advantages that solutions robust enough to capture the distinctions properly provide to their user.

Application of computer aided technology in production system planning

LECKÝ Šimon ^{1,a *}, VÁCLAV Štefan ^{1,b}, MICHAL Dávid ^{1,c},
KOŠTÁL Peter ^{1,d}

¹ STU v Bratislave, Materiálovotechnologická fakulta so sídlom v Trnave, J. Bottu 25,
917 24 Trnava, Slovenská republika

^{a *} simon.lecky@stuba.sk, ^b stefan.vaclav@stuba.sk, ^c david.michal@stuba.sk,
^d peter.kostal@stuba.sk

Key words: Computer aided technology, Production planning, Tecnomatix.

Abstract

Production system planning in production processes and it's subsystems like assembly etc. by computer aided technology is nowadays an advance for major companies in the world. Computer aided technology play huge role when company want to be competitive. Optimization by CA systems can improve whole production process and cut manufacturing or assembly times. This systems give to company an advantage in market. Tool which can eliminate mistakes in production planning even before production starts is very powerful. If CA technology is used correctly in production planning it can save financial resources and lot of time spent for errors fixing. This paper deals with application of computer aided technology specifically in production planning. Software Tecnomatix Plant Simulation from company SIEMENS will be used for creation of examples. Tecnomatix Plant simulation was applicated into experiments which are shown in this paper. This software is aimed for planning and optimizing of production systems with high level of complexity.

Creative Quality Management

LINCZÉNYI Alexander ^{1,a}, NOVÁKOVÁ Renata ^{1,b *}

¹ STU Bratislava, Materiálovotechnologická fakulta v Trnave, Bottova 25,
917 00 Trnava, Slovenská republika

^a alincko@gmail.com, ^{b*} re.novakova@gmail.com

Key words: Creative Quality Management, ISO standards, Customers, Innovations, Quality.

Abstract

Nowadays, the issue of quality management is focused on the application of ISO standards. If a business obtains a certificate of the quality management system, the issue of quality management is more or less resolved. However, we forget that ISO standards are focused only on the internal processes and in any case, they do not resolve the whole issue of the complex quality management. External processes are decisive for the efficiency of management. Focusing only on internal processes is typical for all the following versions of ISO standards. The application of these standards became the subject of Q-Business while several minor modifications were implemented into each subsequent revision of the ISO standards in order to justify re-certification of already certified quality management system. The current economy of businesses imposes completely different requirements on quality management. At the international conferences about quality was a lot of articles which criticizing the current state of quality management including the applications of ISO standards. The authors of this paper identify such a state a crisis of the quality management and they propose so-called creative quality management as a starting point. The crisis of quality management should not be only the subject of expert discussions and opinion exchange but in practice it can have very negative impacts on the sustainability of business profitability. The crisis of quality management can be characterized by the following crucial factors: existence and influence of myths in quality management, normative attitude to quality management, reluctant attitude of ISO standards to innovation and to its implementation and ignoring quality economy by ISO standards. The article will contain the proposal of the quality management model in the context of new ideas and trends. The authors of this article rely on the idea that creativity in the area of innovations requires the creative approach to quality management. Creative quality management is considered the instrument of such successful realization of innovations.

Predikcia finančného zdravia podnikov na základe globálne orientovaného modelu bankrotu

LUKÁČ Jozef ^{1,a *}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 040 01 Košice, Slovenská republika

^a jozef.lukac@student.euke.sk

Kľúčové slová: Globálny model, Bankrot, Kríza, Finančná analýza, Logistická regresia.

Abstrakt

Finančná a hospodárska kríza mala za následok zvýšenie počtu bankrotov podnikov v mnohých krajinách. Modely predikcie bankrotu, ktoré boli využívané do obdobia vypuknutia krízy stratili svoju významnosť. Bolo to spôsobené nepresnosťou modelov, ktoré podnikom indikovali, že ich finančná situácia je dobrá a bankrot je nepravdepodobný, no opak bol pravdou. Z tohto dôvodu sa pristupuje k novátorským prístupom k bankrotovým modelom. Príspevok sa zameriava na potrebu predvídať bankrot podnikov, a to nie len na úrovni jednotlivých odvetví, krajín, ale aj na globálnej úrovni. Globálny model predikcie bankrotu bude aplikovaný pomocou logistickej regresie pre vybrané podniky krajín z Európy, Ázie a Ameriky a cieľom samotného príspevku je vytvorenie globálneho modelu s vysokou vypovedacou hodnotou pre jednotlivé regióny sveta. Na hodnotenie kvality logistického modelu použijeme Akaikovo informačné kritérium, Schwartzovo-Bayesovo kritérium a Hannah-Quinn kritérium. Globálny model predikcie bankrotu by mal slúžiť aj na identifikáciu vzniku krachu podnikov v rôznych oblastiach sveta na základe použitia regionálnej premennej, ktorá sa bude obmieňať v základnom globálnom modeli pri jednotlivých regiónoch. Získané výsledky nám dokážu určiť významnosť a samotný prínos globálneho modelu predikcie bankrotu a na ich základe môžeme definovať ich pozitíva aj z hľadiska medzinárodnej účtovnej a daňovej harmonizácie.

Municipal enterprises

MARCIN JAKUBÍKOVÁ Hana ^{1,a *}

¹ Ekonomická univerzita v Bratislave, Fakulta hospodárskej informatiky,
Dolnozemska cesta 1, 852 35 Bratislava, Slovenská republika

^{a*} hjakubikova88@gmail.com

Key words: Company, Municipality, Town, Consolidation, Unit.

Abstract

Town or city as a legal person may be out of your budget to establish or buy shares in companies. The reason for this should be the need to provide specific services for the citizens who live there. The provision of transport, waste management, water management, heat of the economy, social services, culture and the arts. The capital city of Bratislava and Košice city founded a trading company dealing with forestry. Through the trading company is a municipality and town of indirectly becoming an employer, that provides citizens with the opportunity to have a job. The objective of the contribution is the mapping of the urban enterprises, which are the County towns included in the consolidated unit of public administration. It comes to eight regional towns and the capital, Bratislava, Košice, Prešov, Banská Bystrica, Žilina, Nitra, Trenčín, Trnava. Municipal enterprise may have in the syndicate unit of public administration the status of a subsidiary entity of the public administration or the associated entity of the public administration and in the case where a municipality or under the legislation to check that they comply with the conditions for their inclusion in the consolidation in the public administration. Based company village and city law on municipalities. Decides on how to webpage, the City Council, which elects its representatives from among the members of the Municipal Council, the Town Council of management or of the supervisory authorities.

The Role of Value-Added Taxes in e-Commerce in the EU

MARTINKOVÁ Slavomíra ^{1,a *}, BANÓCIOVÁ Anna ^{1,b}

¹ Technická univerzita v Košiciach, Ekonomická fakulta, Nĕmcovej 32, 040 01 Košice, Slovenská republika

^{a *} martinkova.slavomira@gmail.com, ^b anna.banociova@tuke.sk

Key words: Value-added Taxes, e-Commerce, Tax Coordination, Tax Competition.

Abstract

Constantly expanding e-commerce and digitization of sale and delivery of goods and services, not only in Member States of European Union, currently increases interest of politicians and creators of the tax legislation in monitoring of value-added taxes in e-commerce. The first principles of e-commerce taxation, adopted in 1998, pointed to the need to change the approach to VAT of electronically supplied services. Changes in practice in this area are reflected in EU legislation and consequently in the national legislation of individual member states. This article deals with the role of value-added taxes in e-commerce in the monitored period 2004 - 2016. Based on the empirical and theoretical literature, the result of the contribution is a comprehensive overview of the current situation within the framework of economic practice. Among the most important changes brought by Council Directive No. 2008/8/EC in relation to electronically supplied services is a change in the rules for determining the place of delivery of the services. The contribution in context of response points at the current process of harmonization of VAT in the European Union, its impact on potential changes of VAT revenues of individual EU member states and on trends in the development of this tax.

The Sector of Biotechnology in Poland

MARZEC Paweł ^{1,a*}, KRAWCZYK Grzegorz ^{2,b}

¹ Katolicki Uniwersytet Lubelski Jana Pawła II., Wydział Nauk Społecznych,
Al. Raławickie 14, 20-950 Lublin, Poland

² Katolicki Uniwersytet Lubelski Jana Pawła II., Wydział Matematyki,
Informatyki i Architektury Krajobrazu, ul. Konstantynów 1 H; 20-708 Lublin, Poland

^{a*} pmkul23@op.pl, ^b grzegorz.krawczyk@poczta.onet.eu

Key words: Biotechnology, Poland, Management, Research and Development.

Abstract

The article discusses the activities in the field of biotechnology in Poland on the basis of selected indicators, namely: the number of scientific institutions engaged in research and development activities, spending on research and development in the field of biotechnology scientific units, the areas of activity in the field of biotechnology indicated by scientific institutions, people working in research and development activities in the field of biotechnology research units, companies operating in the field of biotechnology, expenditures on activity connected with biotechnology in enterprises, people working in the field of biotechnology in companies. The analysis showed that biotechnology is one of the fast-growing sectors in the country and it is still an emerging sector. In the coming years we can expect further dynamic development of the domestic market of biotechnology. The structure of expenditures on research and development in biotechnology in Poland - both in terms of funding sources and by type of research - will continue to be subject to gradual changes. Actions undertaken by the government should aim at increasing the share of both development and applied research and the growing share of the business sector in financing research and development activities, while reducing the share of the government sector.

Shared services centers and their task at enterprise financial management

MATEÁŠOVÁ Martina ^{1, a *}, MELUCHOVÁ Jitka ^{1, b}

¹ Ekonomická univerzita v Bratislave, Fakulta hospodárskej informatiky,
Dolnozemska cesta 1, 851 04 Bratislava, Slovenská republika

^{a *} mateasova.martina@gmail.com, ^b jitka.meluchova@euba.sk

Key words: Business services, Financial management, Debts.

Abstract

The current development of the business environment has resulted in the building of business service centers. Business services is a general term that describes work that supports a business but does not produce a tangible commodity. The businesses began using shared service centers and outsourcing to improve back-office efficiency more than two decades ago. Finance led the way, followed by IT. The shared services centers (SSC) seeks to achieve more efficient processes and cost savings itself. Shared services are the result of globalization of economic activities within the company and are often a spin-off of the corporate services to separate all operational type of tasks from the corporate headquarters, which has to focus on a leadership and corporate governance. Shared service centers have undergone their natural evolution and have become an important segment of complete centralization of activities and processes and have become an indispensable part of their parent companies. All events company ultimately translate into financial transactions and will be shown in the accounts of the company which the company presented to the external environment (i.e. for users). Target of the article is to analyse outstanding debts with the focus on cash management, credit risk and bad debt provision. The article contributes to evaluate the optimal outstanding debt management in a specific international company. Financial management of outstanding debts is a key element to provide financial stability and responsibility of a company from solvency point of view.

Endogenous and exogenous effects of innovation activity enterprises in the era Industry 4.0

MATUŠOVIČ Martin ^{1,a *}, HRUŠOVSKÁ Dana ^{1,b}

¹ Ekonomická univerzita v Bratislave, Fakulta podnikového manažmentu,
Dolnozemska cesta 1, 852 35 Bratislava, Slovenská republika

^{a*} martin.matusovic@gmail.com, ^b dana.hrusovska@euba.sk

Key words: Innovation Activity of Enterprises, Social Innovation, Industry 4.0.

Abstract

An increasing need to deal with the man in the broadest sense, but also in the concept of man as a component of intellectual capital in the concept of man as an important component of the economy. The strategic importance of intellectual property and innovation, their support and their maximum use in specific applications today absolutely accents. Constantly accelerating innovation activity subjects brings both positive and negative effects. The current focus on knowledge-based society, competitiveness and innovation accentuates ensure a minimum threshold of social status of man. Confrontation of theory and practice reveals new insights on the social status of the people. Business constantly brings new phenomena to be analyzed and assessed objectively. These facts led us to the decision to diagnose selected processes, efficiency and the role of actors in the implementation of innovations. The starting point is known theoretical knowledge and practical experience in this area. We used the available data and knowledge. We have also implemented their own data collection. Generalized results of this analysis, we consider it useful incentives for the development of theory and practice in the field of social innovation and implementation in real practice.

Prispôsobenie plôch pre prevádzku veľkokapacitných lietadiel na letisku Košice

MELNÍKOVÁ Lucia ^{1,a *}, JENČOVÁ Edina ^{1,b}, VAJDOVÁ Iveta ^{1,c},
PILÁT Marek ^{1,d}

¹ Technická univerzita v Košiciach, Letecká fakulta, Rampova 7, 041 21 Košice, Slovenská republika

^{a *} lucia.melnikova@tuke.sk, ^b edina.jencova@tuke.sk, ^c iveta.vajdova88@gmail.com ,
^d marekpilat1990@gmail.com

Kľúčové slová: Letisko Košice, Projekt, Výstavba, Rekonštrukcia, Stojisko, Rolovacia dráha.

Abstrakt

Mnoho ľudí si vyberá ako svoju dovolenkovú destináciu aj krajiny kde preprava inou ako leteckou dopravou nepripadá v úvahu pre zbytočnú zdĺhavosť. Z toho je možné vychádzať, že košické letisko ako jedno z najväčších letísk v Slovenskej republike bude rásť spolu s dopytom cestujúcich, ktorí prilákajú nových leteckých dopravcov a otvoria nové linky do destinácii. A čím viac cestujúcich tým je potreba na linky umiestňovať väčšie lietadla. To však momentálne nie je možné, keďže aj napriek prispôbenej vzletovej a pristávacej dráhe sa na košickom letisku nenachádzajú rolovacie dráhy a odbavovacia plocha pre veľkokapacitné lietadlá. Preto cieľom príspevku je návrh projektu na novú výstavbu a rekonštrukciu rolovacích dráh ako aj odbavovacej plochy na letisku Košice. Projekt popisuje štúdiu uskutočniteľnosti, dekompozíciu projektových prác, sieťovú analýzu ako aj podstatu samotného projektu. Zámerom realizácie projektu je pritiahnúť nových leteckých dopravcov (osobných aj cargo), rozšíriť letisko a napomôcť k nárastu turizmu v Košiciach.

Risk Resources of Decision-Making in the Small and Medium Enterprises

MÍKA Vladimír Tomáš^{1,a*}, HUDÁKOVÁ Mária^{1,b}

¹ University of Žilina, Faculty of Security Engineering, Ul. 1. mája 32, 010 26 Žilina, Slovak Republic

^{a*} vladimir.mika@fbi.uniza.sk, ^b maria.hudakova@fbi.uniza.sk

Key words: Risk, Manager, Decision-making process.

Abstract

The making of the decisions is the core of management and a result of conscious activities which is under way in a particular environment and tangible conditions. The managers decide about the goals, procedures and about the methods how to respond to the changes and to the problems which developed. Their decisions affect the effectiveness, quality, economy and the overall successfulness in every organization. In spite of this fact they do not pay sufficient attention to the individual steps of the decision-making process. The small and medium enterprises (SMEDs) are more sensitive to the changes of the external conditions and also to the problems of the internal environment. In general, it is also valid for the SMEDs that the biggest risks result from the character of the entrepreneurial environment in the line of business and with the economic and legal conditions. We think the unpreparedness of the management and the existence of the causes for making wrong decisions belong to important sources of the entrepreneurial risks in the conditions of the small and medium enterprises. It is important for every manager to assess the risks in his/her decision-making process and to make efforts to take such decisions which reflect the basic conditions, states and development of the environment in the best way and especially for the managers' decisions to contribute to achieving the determined goals of the organisation as effectively as possible.

Economic conditionality of law and responsibilities associated with this

MIKHAYLINA Tetyana ^{1,a}, PALAŠČÁKOVÁ Daniela ^{2,b *}

¹ Donetsk National University, 600-Richchya St, 21, Vinnytsia, Vinnyts'ka oblast, 21000, Russia

² Technická univerzita v Košiciach, Nemcovej 32, 042 01 Košice, Slovenská republika

^a sk-don@rambler.ru, ^{b *} daniela.palascakova@tuke.sk

Key words: Economic conditionality, Law, Formation of the right, Actual rules, Law-making, Effectiveness of the right.

Abstract

The scientific article is devoted to the economic conditionality of rights through the use of the dialectical method. Disclosed the process of formation of the law since its inception in the actual public relations prior to the official implementation in the legislation. It justifies the thesis that a significant consideration of social (including economic) conditionality of rights improves the quality of the regulatory material and the effectiveness of its actions. On the basis of the comparative law method is examined specific examples of economic conditionality of law and the consequences of including or ignoring this provisions by the legislator. It can be noted to enhance the effectiveness of legal norms it is necessary not only to improve the quality of legal technique in the lawmaking process, but to consider the totality of the incoming and outgoing indicators to identify the economic conditionality of the law. For orientation to the achievement of this goal, it would be appropriate to use the entire range of sociological methods, and also statistical and formal-legal methods in strict accordance with the rules of their application.

Identification of Startups through financial indicators: a case of the ICT branches

MILDEOVÁ Stanislava^{1,a*}

¹ Vysoká škola finanční a správní, Fakulta ekonomických studií, Estonská 500,
101 00 Praha 10, Česká republika

^{a*} mildeova@mail.vsfs.cz

Key words: Startup, ICT, ICT branches, Small enterprise, Financial statements, Systems approach.

Abstract

Small enterprises are an important part of the Czech economy. They are a source of economic growth and they play an important role in employment. In this context, start-ups are a recent phenomenon, typically newly established, rapidly evolving and changing young enterprises with innovative potential. Start-ups are often linked to the use of modern information and communication technologies (ICT) and systems and their connection with business. A separate category is the emergence of start-ups directly in the fields of ICT and systems. The aim of the paper is to provide new research knowledge of the issue of start-ups; to search for related key entities in the process of starting and functioning of start-ups; and in particular, to explore through financial indicators the metrics for defining start-ups in information and communication technologies and systems. For an illustrative case study, Software publishing was chosen as a typical area within ICT. The research questions are tested through research activity, evaluation of the situation in the field, and through an analysis of the “hard data” of organisations in the ICT field acquired from the Albertina database for business and marketing. The subject of investigation consists of small enterprises chosen according to the CZ-NACE classification of economic activities. There is some evidence that an examination of small enterprises requires systems approach and this requirement is even more significant in the case of start-ups because of the high degree of complexity of the problem. In the concluding section of the paper the author proposes further directions of the research, presents the research questions to which future research should seek answers, and enumerates the scientific hypotheses that could be tested. The results of the paper should in part contribute towards the development of a theory of corporate science and a theory of applied informatics.

Udržateľný rozvoj vybraného regiónu s utlmeným baníctvom z pohľadu podpory cestovného ruchu

MIXTAJ Ladislav ^{1,a *}, CSIKÓSOVÁ Adriana ^{1,b}, WEISS Erik ^{1,c},
WEISS Roland ^{1,d}

¹ Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19,
042 00 Košice

^{a*} ladislav.mixtaj@tuke.sk, ^b adriana.csikosova@tuke.sk, ^c erik.weiss@tuke.sk,
^d roland.weiss@tuke.sk

Kľúčové slová: Cestovný ruch, Región, Udržateľný rozvoj, Faktory rozvoja územia, Horný Gemer.

Abstrakt

Príspevok je zameraný na skúmanie možností udržania rozvoja oblasti horného Gemera, ktorý bol v minulosti baníckym a priemyselným centrom širšieho regiónu. Po prieskume reálnych geografických, sociálnych a demografických daností územia sa ako určujúci faktor pre udržateľný rozvoj javí práve cestovný ruch. Vybraná oblasť disponuje jedinečnými prírodnými, kultúrno-historickými a technickými unikátmi, ktoré sú známe vo svete aj bez ucelenej a systematickej marketingovej stratégie na úrovni lokálnej, regionálnej, aj národnej. Autori riešia potenciálny vplyv na udržateľný rozvoj regiónu horného Gemera, pričom zohľadňujú rôznorodé faktory rozvoja územia, ako sú geografické danosti, stav infraštruktúry, socio-demografické charakteristiky, prístupné atraktivity cestovného ruchu ap. Tieto zohrávajú rozhodujúcu úlohu pri úspechu regiónu na trhu cestovného ruchu. Výsledkom je návrh riešenia udržateľného rozvoja vybranej oblasti systematickým a dlhodobým manažmentom cestovného ruchu s využitím nástrojov definovaných legislatívnym rámcom vymedzeným Zákonom o podpore cestovného ruchu, na všetkých úrovniach verejnej správy, nevynímajúc súkromný sektor. Záverečná diskusia je zameraná na porovnanie a identifikovanie významu a súčasnej váhy cestovného ruchu medzi ostatnými existujúcimi odvetvami na riešenom území v kontexte udržateľného regionálneho rozvoja.

The Fee Policy and The Financing of Air Navigation Services in the Czech and Slovak Republic

MIŽENKOVÁ Žaneta ^{1,a *}, VAGNER Juraj ^{1,b}, JENČOVÁ Edina ^{1,c},
TOBISOVÁ Alica ^{1,d}

¹ Letecká fakulta, Technická univerzita v Košiciach, Rampova 7, 041 21 Košice,
Slovenská republika

^{a *} zaneta.mizenkova@tuke.sk, ^b juraj.vagner@tuke.sk, ^c edina.jencova@tuke.sk,
^d alica.tobisova@tuke.sk

Key words: Fee Policy, Financial Assesment, Air Navigation Services.

Abstract

The aim of this article is practically pointed out the fee policy and financing of air navigation services and the main economic aspects, operational indicators of companies providing air traffic services. The aim is also to define and explain notions, describe principles of economic regulation of such companies, samples of the general framework for the financial evaluation and the way of its design. It also describes information sources, which are drawn from data required for financial assessment. Companies providing air traffic services that are a subject to economic regulations must carefully consider their economic decisions. For air carriers, when choosing an air traffic service nowadays the main decisive factor is the quality and price of services. These factors, ultimately, air traffic service providers are unable to achieve because of two reasons. On one side there is reducing of the total costs of business that did not increase prices for services, on the other side investing in improving the quality of services. Although these are two contradictory measures they are closely related and mean success and further development for the companies.

Finančné riadenie vybranej spoločnosti

NIŽNÍKOVÁ Zuzana ^{1,a*}, MANOVÁ Eva ^{1,b}, LUKÁČ Jozef ^{1,c},
SIMONIDESOVÁ Jana ^{1,d}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 040 13 Košice, Slovenská republika

^a *zuzana.niznikova@euke.sk, ^b eva.manova@euke.sk, ^c jozef.lukac@.student.euke.sk,
^d jana.simonidesova@euke.sk

Kľúčové slová: Finančné riadenie, Proces, Procesné riadenie, Funkčné riadenie, Mapovanie procesov, Zlepšenie, Reengineering.

Abstrakt

Súčasným trendom je prechod podnikov od funkčného usporiadania na procesné. Procesný pohľad chápe organizáciu ako súbor procesov, ktoré prekračujú jednotlivé organizačné jednotky v podniku a dodávajú svoje výstupy externému, či internému zákazníkovi. Procesný prístup je chápaný ako kľúčový nástroj pre neustále zlepšovanie firemných procesov. Zavedenie procesného riadenia so sebou prináša množstvo zmien, ktorých výsledkom by malo byť získanie väčšej konkurencieschopnosti, dosahovanie vyššej produktivity a efektívnosti firiem. Implementácia týchto zmien však vyžaduje dôkladné porozumenie princípom procesného riadenia. Cieľom príspevku je obchodný proces mapovania a vytvorenie procesnej mapy v optimalizovanej forme. Prvá časť má za cieľ poskytnúť teoretický rozbor danej problematiky. Hlavný dôraz je kladený na rozdiel medzi funkčným a procesným riadením, procesnej analýzy a mapovanie a prístupy k procesu zlepšovania. Ďalšia časť sa zaoberá analýzou procesov v spoločnosti AAA, a. s., a dizajnom procesných máp. Záverečná časť príspevku sumarizuje dosiahnuté výsledky očakávaných nákladov a výnosov, ktoré sú spojené s implementáciou procesného riadenia vo firme.

Types of Unmanned Aerial Vehicles for Package Transport

NOVÁK Martin ^{1,a*}, HŮLEK David ^{1,b}

¹ ČVUT v Praze, Fakulta dopravní, Ústav letecké dopravy, Horská 3,
128 03 Praha 2, Česká republika

^{a*} novakm@fd.cvut.cz, ^bhulekdav@fd.cvut.cz

Key words: UAV and logistics, Unmanned aerial vehicle, Modern logistics, UAV types.

Abstract

Current logistics is dynamic and fast and it requires using of modern technologies. It is ensured that packages are delivered in time and for a price that is as low as possible thanks to these technologies. Unmanned aerial vehicles are the modern technology that is capable to fulfil these requirements. This article deals with possibilities of using the unmanned vehicles at the modern logistics focusing on a choosing of suitable type of the unmanned vehicle. The first part of the article summarizes a current state of using the unmanned vehicles at the logistics. Suitable types of the unmanned vehicles are chosen in the next part of the article. Their advantages and disadvantages related to the package transport are mentioned too. The choice of the suitable type depends on several factors. The most significant factors are a type and weight of the package, distance between take-off and landing areas, anticipated flight path and space available for take-off and landing. The last part of the article is about a definition of a package transport model situation and its economic assessment. The package transport by the unmanned vehicle is compared with a common way of the transport using a surface transport, for instance the road transport.

Effect of gender and personality traits (BFI-10) on innovativeness

OLEXOVÁ Cecília ^{1,a*}, SUDZINA František ^{2,b}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

² Aalborg University, The Faculty of Social Sciences, A.C. Meyers Vænge 15,
2450 København SV, Denmark

^{a*} cecilia.olexova@euke.sk, ^b sudzina@business.aau.dk

Key words: Personality traits, BFI-10, Innovativeness, Self-perceived innovativeness, Empirical research, Quantitative methods.

Abstract

Product and process innovations help organizations to gain a competitive advantage, therefore, Innovativeness as an employee trait is very useful. The aim of this paper is to investigate if gender and personality traits influence self-perceived innovativeness. There are two versions of the dependent variable used - innovativeness in the eyes of others, and innovativeness in one's own opinion. Big Five Inventory-10 is used to measure personality traits: openness to experience, conscientiousness, agreeableness, extraversion, and neuroticism. The research was conducted in Slovakia using a paper-based questionnaire which contained 10 statements. This paper is a replication of a previous study conducted in Denmark. Findings were that conscientiousness influences self-perceived innovativeness in the eyes of others, while in this research, neuroticism and openness to experience have impact on self-perceived innovativeness in the eyes of others. Openness to experience influences self-perceived innovativeness in one's own opinion in both researches. In this research, also agreeableness and neuroticism have significant influence.

Vykazovanie udržateľného rozvoja podniku v Slovenskej republike v nadväznosti na transpozíciu Smernice Európskeho parlamentu a Rady 2013/34/EÚ

PAKŠIOVÁ Renáta ^{1,a*}, ORISKOVÁ Denisa ^{1,b}, LOVCIOVÁ Kornélia ^{1,c}

¹ Ekonomická univerzita v Bratislave, Fakulta hospodárskej informatiky,
Dolnozemska cesta 1, 852 35 Bratislava, Slovenská republika

^{a*} renata.paksiova@euba.sk, ^b denisaorisko@gmail.com, ^c lovciova@gmail.com

Kľúčové slová: Udržateľný rozvoj, Smernica Európskeho parlamentu a Rady 2013/34/EÚ, Finančné informácie, Nefinančné informácie, Vykazovanie.

Abstrakt

Príspevok je zameraný na analýzu vykazovania udržateľného rozvoja podniku v Slovenskej republike v nadväznosti na transpozíciu Smernice Európskeho parlamentu a Rady 2013/34/EÚ z 26. júna 2013 o ročných účtovných závierkach, konsolidovaných účtovných závierkach a súvisiacich správach určitých druhov podnikov, ktorou sa mení smernica Európskeho parlamentu a Rady 2006/43/ES a zrušujú smernice Rady 78/660/EHS a 83/349/EHS do národnej legislatívy. Nové požiadavky vyplývajúce z medzinárodnej harmonizácie vykazovania informácií mali podstatný vplyv nielen na vykazovanie v účtovnej závierke, ale aj výročnej správe. Vykazovanie finančných a nefinančných informácií je kľúčové z pohľadu posúdenia trvalej udržateľnosti podniku, ktorá ovplyvňuje vyhodnotenie miery naplnenia cieľov podnikateľskej činnosti. Členenie podnikov na veľkostné skupiny (mikro, malé a veľké podniky) a rozdielne požiadavky na rozsah vykazovania finančných informácií má svoje výhody a nevýhody. Za výhodu možno považovať, že vykazovanie podľa veľkostných skupín zníži administratívnu záťaž pre mikropodniky. Na druhej strane zjednodušené vykazovanie informácií poskytuje používateľom agregované informácie, ktoré na posúdenie finančnej situácie a finančnej výkonnosti sú nedostatočné. V súčasnej dobe úprava vykazovania nefinančných informácií, obsiahnutých predovšetkým vo výročnej správe, odráža zvýšené požiadavky používateľov v súlade s konceptom trvalo udržateľného rozvoja.

Porovnanie vybraných poplatkových nástrojov v oblasti nakladania s odpadom na Slovensku a v krajinách Európskej únie

PALAŠČÁKOVÁ Daniela ^{1,a *}, JANOŠKOVÁ Mária ^{2,b}

¹ Technická univerzita v Košiciach, Ekonomická fakulta, Letná 9, 042 00 Košice, Slovenská republika

² Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19, 042 00 Košice, Slovenská republika

^{a *} daniela.palascakova@tuke.sk, ^b maria.ria.janoskova@tuke.sk

Kľúčové slová: Nakladanie s odpadom, Poplatkové nástroje, Environmentálna daň, Skládková daň, Poplatok za uloženie odpadu.

Abstrakt

V súčasnosti patrí problematika odpadového hospodárstva medzi často diskutované témy na európskej aj svetovej úrovni. Kvalitu nášho života do značnej miery ovplyvňujú prírodné zdroje, ktoré sú bezpodmienečným predpokladom na fungovanie európskeho, ale aj celosvetového hospodárstva. Ľudia si stále viac uvedomujú, že zdroje našej planéty sú vyčerpatelné a je potrebné s nimi začať hospodáriť šetrnejšie. V budúcnosti sa očakáva nárast svetovej populácie, čo znamená, že nebude možné využívať prírodné zdroje rovnakým spôsobom ako doteraz. Jednou z oblastí, ktorá sa vo výraznej miere podieľa na stave životného prostredia je nakladanie s odpadom vo všetkých jeho formách, pričom každá krajina to rieši trochu inak. Odpadové hospodárstvo je veľmi široký pojem, autori príspevku sa zamerali na porovnanie vybraných poplatkových nástrojov v oblasti nakladania s odpadom na Slovensku a vo vybraných krajinách Európskej únie. Cieľom je upozorniť na alternatívy, ktoré možno uplatniť pri zlepšovaní odpadového hospodárstva na Slovensku a navrhnúť možnosti riešenia v súlade s udržateľným rozvojom a nákladmi potrebnými na jeho realizáciu.

Material Flow Cost Accounting as a Tool of the Production Management

PALÁSEK Jiří ^{1,a}, HYRŠLOVÁ Jaroslava ^{2,b*}, SOUŠEK Radovan ^{2,c}

¹ Vysoká škola chemicko-technologická v Praze, Technická 5, 166 28 Praha 6, Česká republika

² Univerzita Pardubice, Dopravní fakulta Jana Pernera, Studentská 95, 532 10 Pardubice, Česká republika

^a palasekj@gmail.com, ^{b*} jaroslava.hyrslava@upce.cz, ^c radovan.sousek@upce.cz

Key words: Management accounting, Production management, Material flow cost accounting.

Abstract

Material Flow Cost Accounting (MFCA) is a new and progressive method of environmental management accounting (EMA). MFCA has been suggested as a management tool that can assist and a new international EMA standard, ISO 14051, has emerged for consideration by business. The main goal of MFCA is to improve environmental performance of company and its economic results in the same time, which is significant progress from traditional methods of management accounting. MFCA combines flows of materials through production processes with monetary units. Method is very valuable as a tool with a strong potential to gain and provide significant transparency of material and energy flows and corresponding costs. These factors are supporting systematic development of internal processes for higher degree of efficiency of resources usage. This all is in line with recent trends for cleaner production. The paper describes the basic idea of MFCA and explores its usefulness for production management.

Choice of the form for presentation of financial statements as a managerial decision

PARAJKA Branislav ^{1,a*}, KŇAŽKOVÁ Veronika ^{1,b}

¹ Ekonomická univerzita v Bratislave, Fakulta hospodárskej informatiky,
Dolnozemska cesta 1/b, 852 35 Bratislava 5, Slovenská republika

^{a*} branislav.parajka@euba.sk, ^b veronika-knazkova@euba.sk

Key words: Micro accounting entity, Small accounting entity, Financial reporting, Financial statements.

Abstract

In the most common definitions of financial accounting is explained that financial accounting is concerned with the principles, practices and meet legal requirements to present financial information by presentation of annual financial statements for use by an entity's internal and external users. On the other hand managerial accounting is used to help its managers make business decisions that affect the entity's future. Both, financial and managerial accounting has some common grounds, to provide information for decision making process, but serve different purposes. External users of business information make their decisions based mainly on information provided by an annual financial statements prepared by each accounting entity according the legal requirements. The difference between forms for presentation of financial statement of the smallest accounting entities in the Slovak republic – a micro accounting entity is not only by the length of forms of general financial statements but also by the amount of information provided to external users. In this paper we will present how management decision on choice of presentation format of the financial statement affect users of financial information provided by financial statement and which party could benefit on this choice.

Economic Factors of Entrepreneurship Development in the Eastern Poland

PAŹDZIOR Artur ^{1,a*}, JANIK Wiesław ^{1,b}

¹ Lublin University of Technology, Nadbystrzycka 38, 20-618, Lublin, Poland

^{a*} a.pazdzior@pollub.pl, ^b w.janik@poczta.fm

Key words: Entrepreneurship, economic development, Eastern Poland, GDP determinants.

Abstract

The theme of the article is the economic factors of entrepreneurship development in Eastern Poland. „Eastern Wall” of Poland consists of five voivodeships: lubelskie, podlaskie, podkarpackie, świętokrzyskie and warmińsko-mazurskie. The whole Eastern Macroregion is associated with underdeveloped infrastructure, high unemployment and economic migrations of young people. The aim of this article is to identify and evaluate the economic factors of business development in the Eastern Poland. The research was based on the data from the Central Statistical Office of Poland and other information for the years 2012-2015. The main research hypothesized is as follows: the economic growth noted in Polish Eastern Macroregion is slower than in the rest of the country and the dynamics of development is different in each province. This means that the positive changes in GDP does not reflect on a decrease in the difference between the economic situation of the Eastern Poland and rest of the country. The second research hypothesis refers to the barriers of entrepreneurship development. According to this hypothesis, lower economic growth rate in the Eastern Poland is the result of poor education and lower social competence of citizens and the gaps in the infrastructure development in this part of the country.

The implication of behavioral finance biases in use of Lean Six Sigma

PETRÍK Vladimír ^{1, a *}, SEDLIAČIKOVÁ Mariana ^{2, b}

¹ Vysoká škola manažmentu, Panónska cesta 17 851 04 Bratislava, T. G. Masaryka 24, 960 53 Zvolen, Slovenská republika

² Technická univerzita vo Zvolene, Panónska cesta 17 851 04 Bratislava, T. G. Masaryka 24, 960 53 Zvolen, Slovenská republika

^{a *} petrik.vladimir01@gmail.com, ^b sedliacikova@tuzvo.sk,

Key words: Process, Behavioral Finance, Lean Six Sigma, Biases, Decision-Making.

Abstract

The article is focused on the application of behavioural corporate finance, with concentration on identified behavioural biases, in decision-making during implementing Lean Six Sigma methodology tools. Lean Six Sigma methodology is applied by companies in various sectors in order to ensure a continuous improvement methodology of internal processes. It has been created as a managerial concept which synthesizes two methodologies: Lean and Six Sigma. The aim of the article is to determine the non-financial and behavioural attributes of decision-making in the process innovation, process management and implementing of Lean Six Sigma in company and to identify its potential for future implementation. The article dealt with several Lean Six Sigma basic tools, e.g. 6Ms, SIPOC, VOC and CTQ Tree, Flowchart, Ishikawa and FMEA. The execution of all aforementioned tools is strongly linked to the person of performer and decision-maker, therefore there is a presence of human factor in analysis, decision-making and implementation of these tools. The article represented the results of own research of behavioural biases in decision-making and use of Lean Six Sigma tools. Based on the results of the article, the framework for a standardized model of behavioural and non-financial factors of decision-making in the process management of companies was proposed and the implications for future research were identified.

Prístupy k zvýšeniu konkurencieschopnosti výrobných buniek

PILAT Zbigniew ^{1,a}, HAJDUK Mikuláš ^{2,b*}, JENČÍK Róbert ^{3,c},
VARGA Jozef ^{2,d}

¹Industrial Research Institute for Automation and Measurements PIAP,
Al. Jerozolimskie 202, 02-486 Warsaw, Poland

²Technická univerzita v Košiciach, Strojnícka fakulta, Park Komenského 8,
040 01 Košice, Slovenská republika

³MANEX, Alvinczyho 12, 040 01 Košice, Slovenská republika

^a zpilat@piap.pl, ^{b*} mikulas.hajduk@tuke.sk, ^c robert.jencik@manex.sk, ^d jozef.varga.2@tuke.sk

Kľúčové slová: Výrobná bunka, Flexibilita, Industry 4.0, Flexibilita, Industry 4.0, Rekonfigurovateľnosť.

Abstrakt

Neustále prebiehajúci proces zvyšovania automatizácie a efektívnosti výroby nám naznačil nový dôležitý smer vývoja výroby a preto sa príspevok zameriava na dôležité prístupy pri profilácii výrobných buniek, ako sú flexibilita, rekonfigurovateľnosť, implementácia metód pre zvýšenie inteligencie, real-time monitoring a ďalšie vo vzťahu k Industry 4.0. Pre voľbu profilu výrobných buniek článok uvádza prehľad metód hľadania skupín súčiastok vyžadujúcich tie isté stroje a možnosti riešenia tzv. výnimočných súčiastok. Ďalej uvádza nové požiadavky na výber strojov do bunky s tým aby uľahčili možnosť rýchleho prispôsobenia sa častým zmenám výroby a uľahčili prostriedky filozofie Industry 4.0. V závere článok zdôrazňuje nevyhnutnosť reprofilácie súčasnej bunky na pružnú z dôvodu úspešnosti a konkurencieschopnosti jednotlivých výrobcov, ktorých celková koncepcia je zameraná na uspokojovanie potrieb zákazníka. Zavádzanie skupinovej technológie do výroby v pružných výrobných bunkách umožňuje vysokú pružnosť výroby aj pre malý počet súčiastok v dávkach, čím sa dosiahne plynulosť materiálového toku, zabezpečenie kvality a štihlosti výrobného procesu a vykazovanie ekonomických účinkov veľkosériovej výroby.

Information management of catastrophic risk management

PINDA Ľudovít ^{1,a*}, MIŠOTA Branislav ^{2,b}

¹ Ekonomická univerzita v Bratislave, Fakulta hospodárskej informatiky,
Dolnozemska cesta 1, 852 35 Bratislava, Slovenská republika

² Slovenská technická univerzita, Ústav manažmentu, Vazovova 5,
812 43 Bratislava, Slovenská republika

^{a*} ludovit.pinda@euba.sk, ^b branislav.misota@stuba.sk

Key words: Information management, Content management systems, Web applications, Catastrophic risk management, Insurance Linked Securities.

Abstract

The aim of this paper is describe the possibility of using open-source content management systems with information management in catastrophic risk management. The main objective is information management and quantifying catastrophic risks through securitized assets-related to the insurance products. Insurance Linked Securities (ILS) describes transfer to the capital markets. We have tried to suggest the possibility of web applications in information management in catastrophic risk management. Modelling catastrophic risk, inserted to make these valuable assets, highlighted the catastrophic profile. Context management securitized insurance risks are addressed in the optimization of the investment portfolio. The examination of financial instrument transfer insurance risks are examined by catastrophic bonds (CAT bonds), catastrophic future (CAT futures), catastrophic options (options CAT) catastrophic derivatives (CAT derivatives) by category of insurance risks in non-life and life insurance with an emphasis on its implications type the risks may not always be associated with catastrophic effects as well. Potential for improvement in the human longevity can have disastrous financial consequences for pension insurance. Non-life and life insurance is crucial examined risk categories that are excluded from insuring the Slovak insurance market.

Going worldwide with a local strategy - International business

POÓR Peter ^{1,a *}

¹ Technická univerzita v Košiciach, Fakulta výrobných technológií so sídlom v Prešove,
Bayerova 1, 080 01 Prešov, Slovenská republika

^{a*} poorpeter@gmail.com

Key words: Local, Strategy, Business, International business.

Abstract

Brands play a critical role in a firm's international expansion. A coherent international brand architecture is a key component of the firm's overall international marketing strategy as it provides a structure to leverage strong brands into other markets, assimilate acquired brands, and rationalize the firm's international branding strategy. John Fatteross in his assessment of the advantages of Strong Brand Equity concludes that, a strong brand guarantees increased margins. By creating a strong brand, any company can charge a premium prices for the brand name and the associated high perception of quality by customers thus boosting profit margins. Strong brands command customer loyalty. With a strong brand, customers will stick with it even in challenging situations such as bad customer experiences or defective products. Strong brand facilitates the firm's long-term growth, it can leverage the value of its brand, to more easily expand its product line and achieve an immediate customer acceptance of the new products. Also expand into new markets based on the strong brand. Presented article deals with expanding worldwide with a local strategy using the techniques of international business. First it theoretically describes the problems and situation in international business, then gives practical view of positives and negatives of going worldwide.

Deficits in social disasters' management and tasks for future research

PROCHÁZKOVÁ Dana ^{1,a}, SZABO Stanislav ^{2,b*}

¹ Czech Technical University in Prague, Faculty of Transportation Sciences,
Horská 3, 128 03 Praha 2, Czech Republic

² Technical University of Kosice, Faculty of Aeronautics, Rampová 7, 041 21 Košice,
Slovak Republic

^a prochdana7@seznam.cz, ^{b*} Stanislav.Szabo@tuke.sk

Key words: Human system, Social system, Disasters, Disasters' impacts, Safety, Security, Gaps in disaster management.

Abstract

The human system is the space in which the humans live. It is composed of mutually interconnected systems as the environment system, the social system and the technological system. The paper concentrates to the social system and characterizes the disasters, the causes of which are in human body and in human society. The unfavourable phenomena that are connected with human body and human society, are the following: mutual improper behaviour of an individual or groups of individuals as: wrongful appropriation of property; killing a human; bullying; religious and other intolerance; criminal acts such as: vandalism and illegal business, robbery and attacking, illegal entry, unauthorized use of property or services, theft and fraud, intimidation and blackmail, sabotage and destruction, terror against individuals, terrorist attacks; local and other armed conflicts, intentional disuse of technologies, such as: improper application of CBRNE substances; data mining from social networks and other cyber networks used for psychological pressure on a human individual, and incorrect governance of public affairs: corruption; abuse of authority; and the disintegration of human society into intolerant communities. On the basis of specific investigation of data on big 13 social disasters in the world and data in the special database on the social disasters in the EU, the paper gives these disasters impacts on public assets and evaluates their severity. It also gives results of expert judgement of level of social disasters' management in the EU. At the end it gives set of adverse problems that might be solved and which need the support from research. The there is no uniform system tool for the entire social domain.

Personal sales Strategies

PRUŽINSKÝ Michal ^{1,a*}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} michal.pruzinsky@euke.sk

Key words: Good grooming, Personal selling, Strategy, Strategies on motivation, Approaches strategies.

Abstract

The most commonly utilized personal sales strategy is „Good Grooming” in free translation of Slovak „dobrá starostlivosť, dobrá partia, or dobrá ženba”, followed by strategies on motivation and approaches strategies. Motivation strategies assume that the seller informs, sells, and observe, and at the same time demonstrates his influence on effective managing of the buying / selling objections of potential buyers. For Good Grooming strategy, we have to prepare ourselves, so that we achieve the highest selling price. Personal seller should wear the right dress, presents the sleek good behavior towards his clients. Effective is immediate physical testing of the product sold directly to each other, highlighting the advantages of purchase that the customer will buy, highlighting the utility value and price comparisons with other dealers or similar competitive products. In every situation, he appears positive and responsive to questions posed by potential consumers. Sellers should show the use of the product, emphasizing the benefits for consumers, demonstrate courtesy, patience, honesty, and use the results of surveys of sales, especially in questions that raised by the potential buyers of the product. Perfect clothes and use perfume are good signals towards buyers. Sellers implicate them in both the personal sales strategies and personal sales. Motivation, attitudes and good care are very important for the above segmentation strategy used in personal selling. Segmentation strategies are an essential component and an essential part of the sale, and thanks to them increases not only the quantity of products sold but also the quality of sellers who through this process better and become celebrities.

Projektovanie a správa inteligentných budov strojárskych výrob

RUDY Vladimír ^{1,a}, BOSÁK Martin ^{2,b *}, IŽÁRIKOVÁ Gabriela ^{1,c}

¹ Technická univerzita v Košiciach, Strojnícka fakulta, Letná 9, 042 00 Košice, Slovenská republika

² Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^a vladimir.rudy@tuke.sk, ^{b *} martin.bosak@euke.sk, ^c gabriela.izarikova@tuke.sk

Kľúčové slová: Výrobný systém budúcnosti, Pružná výroba, Inovačné aktivity, Technológia.

Abstrakt

Produkčné systémy dnešných dní musia vykazovať zvýšenú flexibilitu a permanentnú schopnosť vyrovnávať sa s dynamicky meniacimi sa požiadavkami trhu na funkcie a varianty výrobkov. Je dynamický so širokou škálou produkovaných výrobkov a požiadavkou ustavičného skracovanie ich životných cyklov, cenových štruktúr, atď. Tieto inovačné aktivity si vyžadujú pružnosť výrobných systémov, aby boli schopné produkovať čo najširší sortiment finálnych výrobkov s minimálnymi časovými stratami a pod. Prezentované sú modernými technológiami výroby, ktoré kladú špecifické nároky tak na ich samotnú projektovú prípravu, ako aj na ich flexibilne prevádzkovanie. Predstava budúcich adaptívnych, „samo optimalizačných systémov“, schopných transformácie nových trhom diktovaných cieľov je založená na nepretržitom vyhodnocovaní svojho stavu a schopnosti adaptácie správania sa systému v zhode s týmito novými cieľmi. Takéto výrobné systémy vyžadujú špecifické prístupy v oblasti ich správy, prevádzkovania a potrebných služieb. Tieto nároky je možné realizovať iba adekvátnym použitím inovovaných metód, nástrojov a postupov projektových činností a ich organizovaním do produktívnych informačných a znalostných systémov, zabezpečujúcich žiadanú kvalitu projektov. Takéto systémy umožňujú analyzovať a simulovať rôzne prejavy správania sa budúceho výrobného systému, zvyšujú produktivitu a efektivitu práce, zjednodušujú koordináciu a spoluprácu projekčného tímu, zaručujú dokonalú previazanosť vytváranej projektovej dokumentácie, šetria čas a peniaze, sú nástrojom pre tvorbu „dokonalých projektov“. Výsledkom aplikácie takýchto pokročilých projekčných technológií je transformácia stanovených cieľov do návrhu modelu budúcej výroby so schopnosťou vizualizácie, simulovania jeho výrobných procesov, vrátane ekonomických dôsledkov prevádzkovania.

Kvantifikácia zamestnancov v prostredí priemyslu 4.0

RUDY Vladimír ^{1,a*}, RUSNÁK Ján ^{2,b}

¹ Technická univerzita Košice, Strojnícka fakulta, Letná 9, 042 00 Košice,
Slovenská republika

² USS Košice, Slovenská republika

^{a*} vladimir.rudy@tuke.sk, ^b jan.rusnak@sk.uss.com

Kľúčové slová: Priemysel 4.0, Pracovná sila budúcnosti, Implementácia priemyslu 4.0.

Abstrakt

V teoretických úvahách v personálnom obsadení a nárokov na obsadenie pracovných miest sa v prostredí priemyslu 4.0 predikuje výrazné zníženie množstva potrebnej ľudskej pracovnej sily za súčasného udržania vysokej produktivity výrobných systémov. Prvotným cieľom a víziou pre naštartovanie štvrtej priemyselnej revolúcie je zvýšiť konkurenčnú schopnosť priemyslu. Ďalším z aspektov tohto procesu je nedostatok pracovnej sily a starnutie obyvateľstva, ktoré sa firmy snažia riešiť zamestnávaním pracovníkov z tretích krajín. V záujme zamedzenia negatívnych následkov týchto procesov je nevyhnutné výrazného zníženia potreby pracovnej sily a budovať výrobu založenú na špičkových technológiách zaručujúcich trhovú prestíž firiem. Implementácia nástrojov priemyslu 4.0 si vyžaduje rozsiahle investície do výrobných prostriedkov a súčasne aj zabezpečenie dostatočného množstva vysoko kvalifikovaných ľudských zdrojov. Vnímanie pracovnej sily v prostredí štvrtej priemyselnej revolúcie má dve dimenzie: nadstav zamestnancov a nedostatok zamestnancov. V prípade krátkodobej potreby zníženia nákladov na produkciu z dôvodu výkyvov na trhu, kde firma pôsobí je vhodné hľadať riešenie vo forme outsourcingu alternatívne v inom nástroji manažmentu to znamená presunúť niektoré aktivity na externých dodávateľov. Počas rozhodovania o redukcii objemu ľudských zdrojov je nevyhnutné zvažovať v tomto kontexte a klásť si otázky ako je firma schopná zabezpečiť kardinálne elementy pre internet vecí ako je: generovanie dostatočného množstva dát, schopnosť spracovávať vygenerované dáta, schopnosť zabezpečiť uloženie a opätovnú distribúciu dát, dostupnosť cyber-physical prevodníkov. V prípade že odpovede na hore uvedené otázky sú kladné môže manažment firmy uvažovať o implementácii nástrojov priemyslu 4.0.

The modification in the approach to the consumer in marketing 3.0

RZEMIENIAK Magdalena^{1,a*}, MACIASZCZYK Magdalena^{1,b}

¹ Lublin University of Technology, Nadbystrzycka 38, 20-618 Lublin, Poland

^{a*} m.rzemieniak@pollub.pl, ^b m.maciaszczyk@pollub.pl

Key words: Consumer, Marketing 3.0, Consumer behaviour.

Abstract

The purpose of the article is the presentation the changes in the approach to the consumer as part of marketing 3.0. Literature studies and research were conducted by “desk research” method on secondary sources been used when drafting the article. Marketing has moved from the stage of concentration on the product (Marketing 1.0) to the stage of concentration on the consumer (Marketing 2.0). Currently, companies expand their field of activity and they not focus only on products and consumers, but also on social issues. Marketing 3.0 is the stage in which companies does not put the focus of the consumer, but human, and values represented by him. Marketing is very strongly linked to a macroeconomic phenomena. When you change the macro-element, consumer behaviour is changing, which in turn leads to changes in marketing activities. The company is the entity cooperating with network of partners - employees, distributors, dealers and suppliers whose aware of selection gives a strong competitive advantage. Therefore, the company has to share its mission, vision and values of the members of the teams. The company generates profits, creating high value for their consumers and the rest of the environment. In marketing 3.0 companies treat consumers as a strategic starting point and they are ready to look at it through the prism of full humanity, where profitability is balanced corporate responsibility.

Innovative character of the contemporary enterprise and determinants of innovation

RZEPKA Agnieszka^{1,a*}

¹ Lublin University of Technology, Nadbystrzycka 38, 20-618 Lublin, Poland

^{a*} a.rzepka@pollub.pl

Key words: Innovation, SME, Podkarpackie region, Innovative character, Cooperation.

Abstract

Innovation is an inherent feature of progress and modernity which largely contributes to the economic development and serves as its most important driving force. Companies that operate on the market of today's world, which is developing dynamically, in order to survive, must be characterized by innovation. An enterprise that aims to achieve market success should strive to implement innovation and thus be counted as being innovative. The purpose of this article is to specify determinants of innovation and assess whether the companies of the Podkarpackie region in Poland are of an innovative character. To accomplish this objective a research has been carried out among the entrepreneurs belonging to the SME sector operating in the above mentioned region. The goal of the research was to analyse the level of innovation of these enterprises. The author shows, that enterprises operating in Podkarpackie region have the potential to become innovative but it is not exploited enough. The survey proved that many SME companies are aware of the need to implement new solutions and invent new products and services as it is a necessity of the contemporary economy. If all innovative activities are implemented by companies of the Podkarpackie region (as declared while the interviews), the economic development of it over the next decade may be faster than ever, especially in the service sector. Conclusion on this paper, it the most important thing is, however, to raise the awareness of the importance of innovation among companies of Podkarpackie region in Poland, help them to become more aware of their potential, more willing to take up risk, to search for cooperation.

Use of social network sites profiles in the application process

SANDER Tom^{1,a*}, SLOKA Biruta^{2,b*}, MANSBERGER Marion^{3,c}

¹ University of Ludwigshafen, Ernst-Boehe-Straße 4, 67059 Ludwigshafen am Rhein, Germany

² University of Latvia, Raiņa bulvāris 19, Centra rajons, Rīga, LV-1586, Latvia

³ University of Applied Sciences Wiener Neustadt, Johannes Gutnebergstrasse 8, 2700 Wiener Neustadt, Austria

^{a*} tomsander@hotmail.de, ^b biruta.sloka@lu.lv, ^c marion.mansberger@fhwn.ac.at,

Key words: SNS profiles, Job application processes.

Abstract

Applicants for new job positions recently expect to get opportunities to apply quickly and easily. Companies start to offer their applicants the use of business social network sites (SNSs) profiles like LinkedIn and Xing. The expectation is that the application process is more convenient and motivates more applicants to apply. This paper compares traditional channels to apply for new job positions with new channels e. g. application forms at company career pages and profiles at social network sites (SNSs), focusing on the younger work force. The empirical research has been done through a survey. The survey data has been analysed with indicators of descriptive statistics, t-test, ANOVA and correlation analysis. The acceptance of the different channels is important to know for human resources management to prompt individuals to apply and to provide a comfortable opportunity for applicants. Companies have to react to the competitive labour market and to provide a positive experience within the recruiting process to have an advantage in the war for talents and professional employees.

Financial statements in the financial decision making

SEDLÁČEK Jaroslav ^{1,a*}, SKALICKÝ Roman ^{1,b}

¹ Masaryk University, ESF, Lipová 41a, 602 00 Brno, Česká republika

^{a*} sedl@econ.muni.cz, ^b 8849@mail.muni.cz

Key words: Financial statements, Financial decision, Recognition, Differences, Czech Accounting Standards, International Financial Reporting Standards.

Abstract

The paper is devoted to the comparison of financial statements according to International accounting standards and Czech accounting standards and impact assessment of identified differences on the decisions of investors and owners of corporations. The first objective is to identify accounting methods and practices that lead to differences in reporting of financial position and performance of corporations, analyse their causes and examine their impact on the statements. The second objective is to assess the impact of these differences using methods of financial analysis on data specific company. For this purpose is created parallel system of ratio indicators. Calculations of indicators and their development in time make it possible to assess the significance of these differences and the degree of influence on the decisions of users of financial statements. The case study has proven that despite the ongoing harmonization efforts, there are still significant differences in both approaches and should be taken into account when making decisions. Similar results were also found when compared with the financial statements according to Indian accounting standards.

Modelové riešenie procesu hodnotenia a výberu dodávateľov prostredníctvom softvérovej podpory

SEŇOVÁ Andrea ^{1,a *}, CSIKÓSOVÁ Adriana ^{1,b}, JANOŠKOVÁ Mária ^{1,c},
ČULKOVÁ Katarína ^{1,d}

¹ Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19,
042 00 Košice, Slovenská republika

^{a *} andrea.senova@tuke.sk, ^b adriana.csikosova@tuke.sk, ^c maria.ria.janoskova@tuke.sk,
^d katarina.culkova@tuke.sk

Kľúčové slová: Dodávatelia, Podnik, Skóringový model, Multikritériálne rozhodovanie, Databáza, Program SAS JMP.

Abstrakt

Dodávatelia vo veľkej miere vplyvajú na kvalitu tovarov a služieb, a tým aj na ich konečnú cenu. Príspevok sa zaoberá riešením procesu hodnotenia a výberu dodávateľov prostredníctvom softvérovej podpory SAS v prostredí JMP. Zámerom autorov je priblížiť moderné nástroje, metódy a trendy v nákupe, ktoré dokážu prepojiť informačné toky v procese nakupovania v podniku a mimo neho. Pri hodnotení dodávateľov sme použili niekoľko metód, pomocou ktorých sme porovnávali jednotlivé kritériá uľahčujúce výber konečného dodávateľa, ako je cena, kvalita, typ materiálu, spoľahlivosť, lokalizácia dodávateľa atď. Hodnotení boli dodávatelia vybraného podniku pomocou skóringového modelu a vykonaný bol výber dodávateľov v programe JMP, na základe jedného kritéria a tiež multikritériálneho rozhodovania. Program umožňuje filtrovanie dát na základe rôznych kritérií a vytváranie nových tabuliek s výsledkami hľadania, čo prispieva k zabezpečeniu kontinuity činnosti podniku. Prínosom je vytvorená databáza dodávateľov v programovom prostredí JMP, obsahujúca všetky dôležité údaje a informácie, potrebné na podporu rozhodovania. Táto databáza je plne využiteľná v praxi aj pre ostatné podniky, ktoré sa podobne ako nami analyzovaný podnik, doteraz nezaoberali hodnotením a výberom dodávateľov v takej miere a nemajú osobitný informačný systém týkajúci sa vytvorenia databázy ich dodávateľov.

Environmental management and innovation in hotel industry viewed in customer perception

SEPIOLO Joanna ^{1,a *}

¹ State Higher Vocational School Momarial of prof. S. Tarnowski in Tarnobrzeg,
Department of Technology and Economic Studies, Poland

^{a*} robertsepiolo@wp.pl

Key words: Management, Promotion, Innovation, Hospitality.

Abstract

Innovative solutions can relate to all aspects, as they are the opportunity for the development of hotel facilities as well as contribute to better financial results. Innovation is also a part of the promotion, which plays an import and role in gaining competitive advantage in this field. Modern tourists generate high demand for facilities that offer their guests something more than need of sleep or hunger. They have increasing requirements and expect better services in terms of nutritional and attractions or modern solutions. This approach towards modern tourism connected with search for new ways of adapting the hospitality object to a dynamic environment makes the most of emerging opportunities and threats of reducing the uncertainty of action - it is a strategic approach to business management that allows to find and apply innovative and environmentally friendly solutions - change which force the behaviour friendly environment, especially the market by adapting demands, allowing the realization of the objective, plans and methods of operation of the plant hospitality as applicable.

Assessment of the current remuneration system in a selected institution of public administration

SERZHANOV Vitaliy ^{1,a}, ŠTOFOVÁ Lenka ^{2,b*}, SZARYSZOVÁ Petra ^{2,c}

¹ Faculty of Economics of Uzhhorod National University, 88000, Ukraine,
Transcarpathian region, Uzhorod, Narodna Square 3

² Faculty of Business Economics of the University of Economics in Bratislava with seat
in Košice, Tajovského 13, 041 30 Košice, Slovak Republic

^a vitaliy.serzhanov@uzhnu.edu.ua, ^{b*} lenka.stofova@euke.sk,

^c petra.szaryszova@euke.sk

Key words: Remuneration system, Efficiency, Public administration, University.

Abstract

Prerequisite for the effectively public administration is in particular the efficiency of public expenditures, the growth of the public services quality, of the performance of functioning of public institutions and the implementation of effective control methods in public administration. The task of running process of public administration reform is to modernize, made it more efficient and implement modern management methods. Government of the Slovak Republic approved the Operational Program Effective Public Administration 2014-2020 by Resolution No. 228 (14-05-2014), which was approved by the EC - Decision No. CCI - 2014SK05SFOP001 (27-11-2014). In the new programming period for 2014-2020 is thus prepared to draw down more than 335 million Euros, in which the quality of performance of public administration with emphasis on the citizen becomes one of the main priorities of the government at streamlining public administration and its functioning. One of the aims of this strategy is the implementation of QMS and monitoring the performance of the public administration offices. The research study is devoted to the issue of employee assessment as a tool for increasing efficiency in the organization of public administration. On this basis, was defined the research aim, which is focused on the analysis of the current system of employee's assessment in selected university of public administration. Objective highlights the problems associated with the state of art of employee assessment in the university environment, because in this region is shown poor financial evaluation and low prestige of the profession of university pedagogue. Research outputs should contribute to a better awareness of employees about the current state of the assessment system. Knowledge should be used to reorganize the system of remuneration, training and employee development, career schedules and the subsequent interplay with the assessment system. This should be achieved by describing the current status and reflection of obstacles and attitudes impeding effective assessment and subsequent use of the results of this research paper to recommendations arising from them.

Daňové reformy ako účinný nástroj modernizácie daňových systémov vo svete

SIMONIDESOVÁ Jana ^{1,a *}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} jana.simonidesova@euke.sk

Kľúčové slová: Daňová reforma, Daňové systémy, Globalizácia, OECD, Daň z príjmu.

Abstrakt

Za daňovú reformu môže byť v určitom zmysle považovaná akákoľvek zmena v štruktúre daní, či už vo forme zmeny sadzieb, daňových základov, alebo špeciálnych úprav. Má formulované ciele, od ktorých sa očakáva pozitívny dopad na ekonomiku krajiny, spravodlivejšie prerozdelenie daňového bremena, zníženie štátneho dlhu. Z iného pohľadu je za daňovou reformou, alebo zmenou považovaný prirodzený následok otrasov, ktoré ovplyvnili rovnováhu daňovej štruktúry. Príčiny môžu mať politický, ale aj ekonomický podklad. Súčasný návrh daňových reforiem sa v podstate uberajú dvoma smermi, a to smerom k zdaneniu príjmov a smerom k zdaneniu spotreby. Skoro vo všetkých krajinách OECD je najvýznamnejšou daňou daň z príjmov. Aj keď nemožno nájsť krajiny, v ktorých by boli dane z príjmov zostavené systematicky, majú určitý koncept, ktorý vychádza z komprehenzívnej dane z príjmu, ktorej základ tvorí suma bežnej spotreby a čistého majetkového prírastku na aktuálnom princípe. Druhý čistý smer reforiem predstavuje spotrebne orientované daňové systémy, ktoré zahŕňajú viacero ucelených koncepcií. Treťou alternatívou je zmiešaný daňový systém, ktorý obsahuje prvky príjmov aj spotrebne orientovaných daňových systémov. Všetky smery však predstavujú účinný nástroj modernizácie daňových systémov vo svete. Reforma nie je udalosť, ale proces, ktorým musí prejsť každá krajina, aby bola schopná rásť. Je viac dôvodov ktoré presviedčajú o nevyhnutnosti reforiem. Dva sú najdôležitejšie. Prvým je globalizácia, ktorá vytvára konkurenciu medzi štátmi. Štáty súťažia o investície a pracovné miesta. Krajiny musia súťažiť a množstvo peňazí na delenie je obmedzené rovnako, ako počet medzinárodných spoločností, ktoré investujú. Krajiny teda musia hľadať cesty, ako sa stať atraktívnejšími pre medzinárodný kapitál. Druhým najdôležitejším dôvodom na reformy je finančný dôvod.

Critical Elements in the Area of Possible Improvement and Development of Aviation Training Effectiveness

SOCHA Luboš ^{1,a}, KALAVSKÝ Peter ^{1,b}, KUŠMÍREK Stanislav ^{2,c *},
SOCHA Vladimír ^{2,d *}

¹ Technical University of Kosice, Faculty of Aeronautics, Rampova 7, 041 21 Kosice, Slovak Republic

² Czech Technical University in Prague, Faculty of Transportation Sciences, Horská 3, 128 03 Prague, Czech Republic

^a lubos.socha@tuke.sk, ^b peter.kalavsky@tuke.sk, ^{c *} kusmirek.stanislav@gmail.com,
^d sochavla@fd.cvut.cz

Key words: Aviation, Training, Skills, Effectiveness, Questionnaire.

Abstract

The study of aviation accidents shows that most accidents are caused by more than just a single factor. There are couple of main areas where changes could lead to a significant improvement. They include the improvement of training processes, increase of training flight hours, gaining more experience for pilots and the improvement of practical training. Improvement of the practical training for pilots seems as the most essential factor. It's necessary to specify basic critical elements of practical training. The questionnaire was developed for these purposes. People surveyed in this research consisted of crews from different nations and fields. Questionnaire was divided into three parts. The first part consists of 9 questions and 3 sub questions, answered in the form of an opinion. Another 5 questions are designed for pilots. Questions were aimed to cover the area of flight simulators and the verification of processes during training. Another area was the improvement of working/ training processes and training syllabus. Third and the last part of the questionnaire was focused on issues with displaying the on board flight data. The goal of this questionnaire was the identification of possibility of more frequent usage of flight simulators during training, verification of effectiveness of crews' processes and the investigation of benefits of new technologies. Sixty-six percent of participants' didn't notice any initiative to make any changes in training processes. Overall they all agreed that it would bring a lot of benefits in gaining more experience, increasing of safety, increasing the effectiveness and decreasing the pressure on pilots. Based on results we can say that introduction of new technologies and processes during training of aviation crews would increase the effectiveness of trainings and safety of flights, which would eventually lead to the decrease in aviation accidents as well as financial damage.

The Use Efficiency of Flight Simulators for Pilots Training

SOCHA Vladimír ^{1,a}, SOCHA Luboš ^{2,b}, HANAKOVA Lenka ^{1,c *},
VLCEK Stepan ^{3,d}

¹ Czech Technical University in Prague, Faculty of Transportation Sciences, Horská 3,
128 00 Prague, Czech Republic

² Technical University of Košice, Faculty of Aeronautics, Rampová 7, 041 12 Košice,
Slovak Republic

³ Czech Technical University in Prague, The Masaryk Institute of Advanced Studies,
Kolejní 2637/2a, 160 00 Prague, Czech Republic

^a sochavla@fd.cvut.cz, ^b lubos.socha@tuke.sk, ^{c *} hanakle1@fbmi.cvut.cz,
^d vlcekste@gmail.com

Key words: Flight simulator, Stress, Flight safety, Efficiency, Internal ratio of return.

Abstract

Flight simulators are currently becoming an important part in pilot training. Compared to conventional methods including real flights, not only risk reduction and enhanced quality of training can be observed, but also the potential cost reduction in aviation personnel trainings. The major aim of the study is to evaluate the efficiency of the use of flight simulators in the process of a simple piloting technique drill. For the purposes of tracking the set objectives, the training progress was measured in a sample of pilots in training carried out on a flight simulator. The observed parameters were the piloting precision of the set piloting maneuvers as well as psychophysiological condition of pilots, which was quantified based on the subjects' heart rate evaluation. In regard to setting the optimum duration of the training, financial efficiency of implementing the flight simulators into the basic piloting training considered especially the 3E principle. The results conclude that optimum duration of the pilot training using the flight simulator is 11 hours. Based on the analysis of the current state of the use of flight simulators in pilot trainings in the Czech Republic the initial purchase investment was calculated to total 10.800.000 CZK (€ 399.658) with guaranteed warranty of 15 years for the device. If financing the costs via bank loan with 7% interest taking 8 years to pay back, the flight simulator would yield 50 flight hours a week, 50 weeks a year within the proposed concept. The internal ratio of return is 15.5% with the investment return of nearly 10 years. The results of the study suggest that extending the requirements for obtaining a basic pilot license using flight simulator training would create a business opportunity in the field of providing for the availability of flight simulators.

Incremental innovation and implementation of concept industry 4.0

SOROKAČ Adam ^{1,a *}, MIŠOTA Branislav ^{1,b}

¹ Slovenská technická univerzita v Bratislave, Ústav manažmentu, Vazovova 5,
812 43 Bratislava, Slovenská republika

^{a*} asorokac@gmail.com, ^b branislav.misota@stuba.sk

Key words: Logistic, Information system, Incremental innovation, Industry 4.0.

Abstract

The starting point for implementation of concept Industry 4.0 are input information, not only with enough quantity but also with required quality. In other words, if we want to take correct decisions, we need an image of the monitored manufacturing process or of the complete production. To ensure the requirements specified above, it is important to create an infrastructure of information-communication technologies with support of automation means. Creation of this infrastructure can be expensive. One way is to implement innovation in individual functional increments. This article is deal with incremental innovation within the material flow of the production process, namely information flow, which describes the material flow. For successful implementation of investment projects will be described in this paper 3I model (innovative interdisciplinary incremental) methodology as amenable to incremental innovation. This means, explain individual methods, which we use for efficient implementation of new technology. We need verified methods from differently specialism of given production.

Finančné a sociálne aspekty pri založení krajskej dopravnej spoločnosti

SOUŠEK Radovan ^{1,a}, HRYŠLOVÁ Jaroslava ^{1,b*}, NEMEC Vladislav ^{1,c}

¹ Univerzita Pardubice, Dopravní fakulta Jana Pernera, Studentská 95,
532 10 Pardubice, Česká republika

^a radovan.sousek@upce.cz, ^{b*} Jaroslava.Hryslova@upce.cz, ^c Vladislav.Nemec@upce.cz

Klíčové slová: Doprava, Sociálne služby, Financie, Krajský úrad.

Abstrakt

Verejná doprava je jedným z dôležitých sociálnych aspektov regiónov. Neoddeliteľnou súčasťou je jej financovanie z verejných zdrojov vrátane rešpektovania pravidiel výberových konaní a hospodárskej súťaže. Autori spracovaným výskumom predkladajú závery a náležitosti nutné k existencii krajskej dopravnej spoločnosti vlastnenej Krajským úradom, ktorá umožňuje za dodržania striktne definovaných podmienok prevádzkovať efektívnejšie verejnú dopravu financovanú z krajského rozpočtu bez existencie určitých sociálnych nepokojov, ktoré Česká republika v ostatných mesiacoch v tejto oblasti zažíva. Financovanie verejnej dopravy je dôležitou súčasťou krajského rozpočtu so sociálnym rozmerom, ktorá má svoje špecifiká, ktoré nemožno podceňovať, pretože môžu mať zásadné dopady na efektivitu vynakladaných financií z verejných zdrojov a negatívny dopad na dopravu ako sociálnu službu kraja v regióne. Text predkladá variant návrhu zabezpečením dopravnej obslužnosti pomocou vnútorného prevádzkovateľa. Cieľom textu je zhodnotiť situáciu, zostaviť základné podklady, poukázať na možné problémy a prínosy, vrátane možností, ktoré sú potrebné pri založení krajskej dopravnej spoločnosti. Ako príklad zo zahraničia možno zohľadniť modely z nemecky hovoriacich krajín (Nemecko, Švajčiarsko, Rakúsko), z Francúzska a z krajín Beneluxu (Holandsko, Belgicko, Luxembursko). Na záver možno konštatovať, že dopravná spoločnosť môže byť založená a prevádzkovaná v rámci pravidiel existujúcich právnych noriem, čo je základný predpoklad pre prípadnú realizáciu. Zriadenie KHk ADS umožní krajskému úradu lepšiu a presnejšiu kontrolu hospodárenia spoločnosti, ľahšiu komunikáciu s manažmentom spoločnosti, ľahšiu reakciu na potreby krajského úradu v oblasti zmien v doprave. Možno konštatovať, že verejná linková autobusová doprava na území kraja je služba verejnosti s dotáciou v stovkách miliónov korún ročne z rozpočtu kraja, preto ju možno označiť ako sociálnu službu verejnosti.

Succession and generational change in family businesses

SROVNALÍKOVÁ Paulína ^{1,a*}, ŠUBERTO VÁ Elena ^{1,b}

¹ Ekonomická univerzita v Bratislave, Fakulta podnikového manažmentu,
Dolnozemska 1/b, 852 35 Bratislava, Slovenská republika

^{a*} srovnalikova@stonline.sk, ^b subertova@gmail.com

Key words: Family businesses, Generational change, Professional education, Training, Conditions.

Abstract

Family business, its development, purpose, examination, evaluation and adequate interpretation has already a long tradition in advanced economies. In the USA, the largest part of American wealth is a family business that make 80 % to 90 % of all enterprises in North America. The situation is similar in the European Union, where family businesses account for nearly 80% of all employers and are employing more than 50 % of workforce. A large part of small and medium size corporations are family run businesses, as well as some of the largest European companies. Involving family members in business is tied to the preparation of the young generation of people for taking over the business. The importance of training the successors intensifies with increasing age of the founders. Slovak family businesses are in a time period where most of them are preparing for generation transition or the transition is already under way. This moment can be considered as critical. According to recent surveys of PwC agency only one third of Slovak companies, where there has been generational change, was this process successfully managed. The first step leading to the successful integration of generational replacement is implementation of potential successors to the family business and developing interest among followers. Underestimating the preparation process of succession may mean that the successor does not identify himself / herself with the business itself and doesn't have sufficient interest built up to maintain it, or the successor may want to get rid of such unwanted burden. We are addressing key aspects of succession and generational change in family businesses for this reason. The subject of our investigation and analysis will be primarily economic, organizational and legal conditions, professional education and training that allow family businesses to implement succession and thereby ensure their effective development.

Vplyv európskych trendov platobných služieb na podniky

ŠTOFOVÁ Lenka ^{1,a*}, SZARYSZOVÁ Petra ^{1,b}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} lenka.stofova@euke.sk, ^b petra.szaryszova@euke.sk

Kľúčové slová: Európske trendy, Bankovníctvo, Platobné služby, Bezpečnosť, Efektívnosť.

Abstrakt

Vývoj podnikateľského prostredia v bankovníctve je v posledných rokoch dynamický a je charakteristický množstvom trendov, ktoré v konečnom dôsledku výrazne ovplyvňujú riadenie bánk. Udržateľný rozvoj informačných technológií a ich prístupnosť v každodennom živote rozširuje aj množstvo a kvalitu informačných kanálov medzi týmito finančnými inštitúciami a jej klientmi. Pre klientov bánk znamená zavedenie elektronického bankovníctva možnosť využitia nových bankových služieb, ktoré sú pre nich atraktívne. Klient môže komunikovať s bankou rýchlo, komfortne a bez obmedzenia úradnej doby. To sú dôvody, prečo klientela začína čoraz viac vyžadovať zavedenie elektronického bankovníctva, čo predstavuje ďalší pádný dôvod pre banky túto službu zavádzať a ďalej rozširovať. Autori príspevku objasňujú skutočnosť, že Európska komisia je na veľmi dobrej ceste, pokiaľ ide o dosiahnutie digitálnych cieľov, čo znamená značný pokrok aj pre bankový sektor. Výsledky riešenia výskumného problému sú orientované na vyhodnotenie a komparáciu obchodných podmienok vybraných poskytovateľov platobných služieb pre podniky. Príspevok je zameraný na súčasný stav bankovníctva a vplyv regulácie platobných systémov EÚ, ktorý vyúsťuje do bezpečnosti fungovania moderných finančných trhov v rámci jednotlivých foriem a náležitostí platobného styku. Dôraz v rámci príspevku je kladený na preskúmanie vybraných slovenských bánk a ich elektronické platobné služby v oblasti bezpečnosti, funkcií, poplatkov a používateľského prostredia. Hodnotením jednotlivých aspektov poskytovaných elektronických služieb bolo na základe získaných údajov a prevedených analýz posudzovaná efektívnosť vybraných bánk prostredníctvom neparametrickej metódy Data Envelopment Analysis (DEA). V rámci získaných výsledkov hodnotených kritérií orientovaného na elektronické služby vybraných bánk je ťažiskom príspevku analýza vplyvu súčasných platobných služieb z hľadiska informovanosti, zvýšenia ochrany, dostupnosti a hlavne ekonomického zhodnotenia využívania platobných služieb, rovnako ako prínosy spolu s diskutovanými súčasnými trendmi v oblasti bankovníctva.

Uplatnenie absolventov vysokých škôl na slovenskom trhu práce

STRIČÍK Michal ^{1,a*}, BAČOVÁ Monika ^{1,b}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} michal.strick@euke.sk, ^b monika.bacova@euke.sk

Kľúčové slová: Trh práce, Práca, Nezamestnanosť, Absolvent vysokej školy.

Abstrakt

V rámci analýzy trhu práce je dôležité sledovať uplatnenie jednotlivých skupín obyvateľstva. Náš príspevok sa zameriava na súčasný stav uplatnenia absolventov slovenských vysokých škôl na trhu práce a návrh možných zmien v ich vzdelávaní pre zvýšenie ich uplatnenia. Pri sledovaní celkového počtu evidovaných nezamestnaných je percento nezamestnaných absolventov všetkých vysokých škôl nízke. Podiel nezamestnaných absolventov VŠ na počte evidovaných nezamestnaných bol v roku 2006 0,94 % a v roku 2015 2,89 %. Významným faktorom fungovania každej modernej a vyspelej spoločnosti, ako aj jej ekonomiky je podiel obyvateľov s vysokoškolským vzdelaním. Za posledných 20 rokov vzrástol počet obyvateľov s vysokoškolským vzdelaním o takmer 100 %. Je však potrebné konštatovať, že v porovnaní s rozvinutými krajinami Európskej únie sú počty vysokoškolákov na Slovensku stále nízke. Absolventi vysokých škôl nezostávajú v evidencii nezamestnaných dlho a takmer 97 % zo všetkých nezamestnaných absolventov VŠ sa do pol roka od doby evidencie na ÚPSVaR zamestná. Vo väzbe na požiadavky praxe sa ukazuje najdôležitejšie v príprave absolventov potreba ich jazykovej prípravy, znalosť výpočtovej techniky, ako aj previazanosť s praxou už počas štúdia vo forme odborných stáží, prípadne odbornej praxe.

The quality university education as a prerequisite for development of human capital in business

ŠUBERTO VÁ Elena ^{1,a *}, HALAŠOVÁ Darina ^{2,b}

¹ Ekonomická univerzita, Fakulta podnikového manažmentu, Dolnozemská 1/b,
852 35 Bratislava, Slovenská republika

² Ekonomická univerzita, Fakulta aplikovaných jazykov, Dolnozemská 1/b,
852 35 Bratislava, Slovenská republika

^{a*} elena.subertova@euba.sk, ^b darina.halasova@euba.sk

Key words: Entrepreneurship, Education, Labour market, Students, Knowledge.

Abstract

Nowadays traditional forms of education are not sufficient as they do not reflect labour market needs any more. The requirements in the field of education to entrepreneurship in order to gain quality knowledge and develop entrepreneurial skills are becoming a high priority. To start a business for young people and then continue successfully is not easy at all. At the beginning they should have not only great business ideas, courage to do business and be able to make a radical decision, but they also have to work out their business plans or submit various grant applications. The expertise in the chosen field of business, as well as some concrete knowledge on how to do business including cash flow management of an enterprise is a prerequisite for raising finance. The marketing communication using information and communication technologies, management of human resources, etc. are also very important. The contents of each academic subject and application of modern teaching methods are essential. For teachers' preparation, the feedback in the educational process is also a very important aspect. It makes them to think about whether their work is efficient as regards the better activation of students and their interest in the latest knowledge. Therefore we did the survey about preparedness of our graduates for entrepreneurial practice.

Road design by taking into account analysis of stress-strain state of bare boards

SULEIMENOV Tinys^{1,a*}, SULTANOV Timur^{1,b}, TLEPIYEVA Gulnar^{1,c},
SOVET Yerden^{1,d}

¹ L. N. Gumilyov Eurasian National University, Satpayev str. 2, 010000 Astana,
Kazakhstan

^{a*} suleimenov_tk@enu.kz, ^b rumit78@mail.ru, ^c tlepievagm@yandex.ru, ^d erden_sovet@mail.ru

Key words: Construction, Analysis, Method of calculation, Stress-strain.

Abstract

The calculation problem of construction, working commonly with a resilient base, has an extremely big practical importance, since during the projection of many constructions, decision comes down to these problems. Construction on an elastic foundation in the form of the concrete bases are widely used in the construction of residential, industrial, administrative, agricultural, cultural and welfare and other objects of the national economy. These structures may have different shapes and sizes, operate under the influence of combinations of different types of loads and difficult operating conditions, and have different rigidity characteristics that significantly affect to the course of calculation. Calculations are considered as the most important stage in the design of base plates. The important thing here is to choose a suitable method of calculation. In calculations there are used calculation schemes, which possibly more accurately reflect properties of real fundamental constructions and layered base. The concept of the calculation scheme in the theory of elasticity includes the idealization of materials, components, assemblies of structures, the structure and composition of the base, as well as loads acting on the buildings. Selection of the calculations scheme should provide high levels of efficiency and effectiveness. The level of mechanics' development, computer science and mathematics removes many traditional limitations on the choice of calculations scheme and allows the calculation of structures with the maximum approximation in terms of their actual work. At the same time simple calculation schemes allow to analyze the work of some constructions and commonly consider the work of structure and loads acting on it.

Progressive methods of increasing the flexibility of air traffic management

ŠUSTEROVÁ Zuzana ^{1,a *}, ČEKANOVÁ Daniela ^{1,b}, SOCHA Ľuboš ^{1,c},
HURNÁ Soňa ^{1,d}

¹ Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice,
Slovenská republika

^{a *} zuzana.susteroval@tuke.sk, ^b daniela.cekanova@tuke.sk, ^c lubos.socha@tuke.sk,
^d sona.hurna@tuke.sk

Key words: Air traffic management, Adaptive strategy, Flexibility, Safety.

Abstract

Due to the constantly increasing number of transported passengers and cargo by air, it is almost necessary to increase the tolerance of the air traffic using advanced solutions. Especially in air transport, we have to minimize the negative impact of external factors such as bad weather or strikes. For management, it is difficult to reorganize flights so that the overall performance will be the least disturbed and airlines will minimize their losses. Sensitivity of air transport on similar problems can also be recorded in cases such as heavy rain, strong winds, the threat of a terrorist attack and the raging of an active volcano whose ash could significantly paralyze the landing and take-off of planes. The aim is to find progressive methods of increasing the tolerance and flexibility of air traffic. Innovations in this field will also reduce costs and will bring better organization of the management. Many studies focus on the assessing the importance of airports, increasing airport capacity or decrease the number of flights. Instead of cancelling the flights, what is a significant loss for airlines and airports, it is easier to divert the flights to the nearest airports from which it can benefit not only lesser-used airport but the passengers. On the European air traffic network the adaptive strategy and permanent strategy has been theoretically analysed. Adaptive strategy consists of changing the network topology based on the big threat, so it can make use of the crisis management. Permanent strategy changes the network topology constantly in an effort to alleviate the danger. The differences between these two strategies is that the permanent strategy tries to prevent cancelling of the flight and adaptive solves a problem quickly after occurring. Theoretical findings and brief analysis shows that the adaptive strategy is advantageous, because it increases the connectivity of the European airline network. Even a relatively small increase in capacity may significantly affect the tolerance of the air traffic network. One of the suggestions is that the air traffic network could eventually create dynamic plans that can be launched quickly to temporarily divert the airplanes to free capacities in this area in order to minimize disruption. These plans should also include spare capacity for precaution at airports.

Risk based indicators and their economic usage

SZABO Stanislav ^{1,a}, PLOS Vladimír ^{1,b*}, VITTEK Peter ^{1,c},
HULÍNSKÁ Šárka ^{1,d}

¹ Czech Technical University in Prague, Faculty of Transportation Sciences, Horská 3,
128 03 Prague 2, Česká republika

^a szabo@fd.cvut.cz, ^{b*} plos@fd.cvut.cz, ^c vittek@fd.cvut.cz, ^d hulinsar@fd.cvut.cz

Key words: Safety; Risk-based Indicator; Cost-benefit Analysis.

Abstract

In the field of air transport there is a big emphasis on safety. In connection with efforts to continuously increasing the level of safety, or the effort to maintain safety at a level that is acceptable, new progressive methods are introduced to improve the measuring of the level of safety. One of the way that contributes to improving the system of monitoring events in aviation is the safety indicators implementation. One of the subgroups are risk-based indicators monitoring the realization of factors with regard to the risk arising from the realization of top events. But new progressive methods can be used also for other areas of interest than just for the purpose of safety manager. The basic theory of safety described in the Safety Management Manual says that the safety department, respectively the activities of safety manager, are at the same level of importance as other management positions. By this principle data from safety manager should be used for other department, e.g. for economics. Risk based indicators, by their nature, are indicators that evaluate the change of events risk depends on realizations of factors. Risk-based indicators can serve as a support tool when deciding on the economic effectiveness of the undertaken corrective measures. Any corrective measures in the aviation are evaluated also in terms of economic efficiency - exactly according to the philosophy of ALARP - As Low As Reasonably Practicable. This approach should ensure the economic effectiveness of the adopted measures, therefore, that the cost of increased safety, the implementation of specific corrective measures are lower than the revenues that flow from operation activities with that risk. If the cost is higher, the activity is not profitable for airlines and the implementation of such measures would therefore not take place and the risk should be manage by a different way. However measurement of economic efficiency / inefficiency, is a difficult task, because we never know how the measure will put into practice, whether it will be sufficient, or will be necessary to modify it. Risk-based indicators provide information about the change of risks, therefore confirm whether the risk is reduced to a sufficient level and whether the costs incurred by us to take corrective measures paid off or not. This article describe the usage of risk-base indicators as a tool for economic evaluation of corrective safety measures.

Modelovanie procesu vzniku invencií v malých a stredných podnikoch

SZARYSZOVÁ Petra ^{1,a *}, ŠTOFOVÁ Lenka ^{1,b}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} petra.szaryszova@euke.sk, ^b lenka.stofova@euke.sk

Kľúčové slová: Impulz, Invencia, Inovácia, Inovačný proces, Modelovanie, Vensim PLE.

Abstrakt

Príčiny neúspechov malých a stredných podnikov v oblasti inovácií spočívajú v nesprávnych riešeniach a chybných rozhodnutiach zamestnancov a manažmentu podniku už v procese vzniku invencií, kde dochádza k nesystematickému procesu nakladania s inovačnými impulzmi podmieňujúcimi vznik invencií a následne inovácií. Najmä v malých a stredných podnikoch, ktoré sú považované za tzv. chrbtovú kosť inovačného potenciálu súčasnej Európy, sú podľa spoločnosti IPA Slovakia uplatňované nevhodné modely inovačných procesov, čo naznačuje potrebu ich modelovania. Príspevok je zameraný na manažment inovačného procesu malých a stredných výrobných podnikov v nadväznosti na hlavné iniciatívy a ciele stratégie Európa 2020 a novej priemyselnej politiky. Výskum bol realizovaný za účelom sledovania dynamiky systému vzniku invencií vo forme návrhu kauzálneho modelu v prostredí softvérovej aplikácie Vensim PLE. Mentálny model bol pre účely simulácie transformovaný do simulačnej podoby, kedy bolo nutné zadať matematické formulácie vzťahov medzi identifikovanými premennými. Vo Vensim PLE boli parametrizované rôzne varianty dvanástich konštantných premenných, na základe čoho sa sledoval vývoj vzniknutých invencií a ďalších premenných navrhovaného modelu. Výsledky simulácií sú interpretované v podobe odporúčaní pre manažment malých a stredných výrobných podnikov v zmysle navrhovanej optimálnej inovačnej taktiky, ako aj odporúčaní a námetov pre budúci výskum v oblasti manažmentu inovácií. Pri simuláciách navrhovaného modelu išlo predovšetkým o preverenie jeho vnútornej logiky, dynamického správania a verifikáciu stanovených vedeckých hypotéz uplatnením induktívnej štatistiky. Potvrdili sa tak tvrdenia, že veľkosť podniku ovplyvňuje množstvo vzniknutých invencií práve vtedy, keď sa na procese vzniku invencií okrem inovačného tímu podieľajú aj ostatní zamestnanci a manažment podniku. Zároveň sme v rámci realizovaného výskumu simulovaním identifikovali, že invenčná pružnosť je základnou charakteristikou modelovaného procesu vzniku invencií. Vychádzajúc z inovačných podmienok tak možno mikro podnik považovať za invenčne pružnejší ako stredný podnik.

The use of financial resources from the “Family 500 plus” government programme in households of Podkarpackie

SZROMNIK Andrzej^{1,a*}, WOLANIN-JAROSZ Elzbieta^{2,b}

¹ Uniwersytet Ekonomiczny w Krakowie, Ul. Rakowicka 16, Krakow, Poland

² PWSTE w Jarosławiu, ul. Czarnieckiego 16, 35-330 Jarosław, Poland

^{a*} szromnia@uek.krakow.pl, ^b elzbieta.wolaninjarosz@gmail.com

Key words: Government Programme 500 plus, Empirical research, Podkarpackie.

Abstract

The main rules of the “Family 500 plus” Government Programme have been presented in the article. Its influence on household budgets have also been discussed. The publication has theoretical and empirical character. The essence of the 500 plus Government Programme has been explained in the theoretical part, mainly its influence on bringing up children by giving financial benefits. However, the basic part of the publication – the empirical one, is based on the direct research results conducted among the inhabitants of Podkarpackie (pilot trial - 61 people) making use of the “Family 500 Plus” Government Programme. The respondents assessed the influence of the programme on the changes of expenses in large families. The conducted analyses qualify to draw some interesting conclusions. It should be generally stressed that according to the respondents the financial means received from the „Family 500+” play a crucial role in the households` budgets. They improve, to considerable extent, financial situation of a family and ensure it higher standard of living. They are mainly spent on purchasing for children they but also allow fully satisfy current consumption needs of the whole family. As far as shopping for children is concerned, clothes and books are bought the most frequently. Moreover, a considerable part of income from the “Family 500 Plus” is spent on paying for extra lessons for children (especially foreign languages) and on tourism, sport and recreation.

Evaluation of quality management processes focused on efficiency and functionality

TEPLICKÁ Katarína ^{1,a*}, KADÁROVÁ Jaroslava ^{2,b}, HURNÁ Soňa ^{3,c}

¹ Technická univerzita v Košiciach, Fakulta BERG, Letná 9, 040 11 Košice, Slovenská republika

² Technická univerzita v Košiciach, Strojnícka fakulta, Letná 9, 040 11 Košice, Slovenská republika

³ Technická univerzita v Košiciach, Letecká fakulta, Rampová 7, 041 21 Košice, Slovenská republika

^{a*} katarina.teplicka@tuke.sk, ^b jaroslava.kadarova@tuke.sk, ^c sona.hurna@tuke.sk

Key words: Efficiency, Process, Evaluation, Quality, Functionality.

Abstract

The paper deals with the problem of assessing the effectiveness and functionality of the process in terms of quality management system. The entire evaluation process is based on the philosophy of the Balanced Scorecard, which aims to assess the performance of the organization. Post gives key insights into the application of quantitative methods in quality evaluation processes. Evaluation of processes we provide on based of processes maps in the company. The emphasis in the evaluation we place on the main processes and processes related to the maintenance and continuous improvement of quality management system. Evaluation results indicate malfunctioning processes: internal audits, development and laboratory testing, promotion and communication, production of materials. Evaluation processes is the foundation of quality management system in practice. Process access allows you to evaluate individual processes. It is a management tool for improving and improving processes. Process rating eliminates barriers and process deficiencies. Internal audits for processes make it possible to identify deficiencies and establish remedial measures. This approach is the basis of a quality management system in enterprises.

Energetické klastre ako nástroj konkurencieschopnosti regiónov

TOKARČÍK Alexander ^{1,a}, ROVNÁK Martin ^{1,b*}, CHOVANCOVÁ Jana ^{1,c},
WISZ Grzegorz ^{2,d}

¹ Prešovská univerzita v Prešove, Fakulta manažmentu, Konštantínova 16,
080 01 Prešov, Slovenská republika

² Subcarpathian Renewable Energy Cluster, Ul. Pigionia 8, Rzeszow, Poland

^{a*} alexander.tokarcik@gmail.com, ^b martin.rovnak@unipo.sk, ^c jana.chovancova@unipo.sk,
^d gwisz@ur.edu.pl

Kľúčové slová: Klaster, Energetická efektívnosť, Zvyšovanie konkurencieschopnosti

Abstrakt

Zvyšujúce sa požiadavky na efektívne nakladanie s energiami v podnikoch i verejných inštitúciách ich núti hľadať riešenia, ktoré sú vhodné pre ich štruktúru a segment trhu. Obdobie, kedy boli podniky zamerané na maximalizáciu svojho zisku, bez budovania energetického manažmentu, sú už minulosťou. Optimálna energetická politika podnikov i verejných inštitúcií a ich implementácia v praxi sa stala kritériom pre kvalitatívne hodnotenie podniku a jeho značky, ako i kritériom optimálneho nakladania s verejnými prostriedkami v samosprávach. Komplexnosť riešenej problematiky predstavuje odborný rámec pre definovanie úloh a cieľov, ktoré nie je možné riešiť vlastnými odbornými skupinami, či poverenými zamestnancami. Tento predpoklad dáva priestor vytváraniu odborných klastrov, ktoré v súčinnosti s verejným i súkromným sektorom prinášajú konkurenčnú výhodu zúčastneným aktérom na trhu. Optimálne sieťovanie predstavuje dôležitý prvok rozvoja odborného zázemia na trhu a prepojenia teórie s praxou pri riešení špecifických úloh v oblasti optimálneho nakladania s energiami pri znižovaní negatívnych vplyvov na životné prostredie.

Risk analysis of fire lifts and safety rules

TOMAŠKOVÁ Marianna ^{1,a*}, NAGYOVÁ Marta ^{1,b}

¹ Technická univerzita v Košiciach, Strojnícka fakulta, Katedra bezpečnosti a kvality produkcie, Letná 9, 042 00 Košice, Slovenská republika

^{a*} marianna.tomaskova@tuke.sk, ^b marta.nagyova@tuke.sk

Key words: Risk of fire lifts, Safety, Firefighter.

Abstract

Fire elevator lift is set up to transport fire brigades and firefighting techniques from which exit to all floors of the building on which it is expected to hit. Fire must be fitted with fire building height of the aboveground part of more than 22.5 meters, when the amount of the facility located in the group of 6 or 7 and more than 60 m. The basic requirement is that the lifts and their safety components comply with the relevant regulations on health and safety. Safety components for lifts shall enable lifts to which they will be installed, to meet the above regulations. Fire elevator, unlike conventional lift must be designed so as to be in operation as long as necessary in case of fire in the building. This lift can be used as a passenger elevator if there is a fire. The operation of fire lift is also important for the reliability of power supplies and circuits. The main goal of this article is risk analysis of fire lifts.

Alliance cooperation of low-cost carriers as a new phenomenon in the provision of air services

TOMOVÁ Anna ^{1,a*}, NOVÁK SEDLÁČKOVÁ Alena ^{1,b}

¹ Žilinská univerzita v Žiline, FPEDAS, Univerzitná 1, 010 26 Žilina,
Slovenská republika

^{a*} anna.tomova@fpedas.uniza.sk, ^b alena.sedlackova@fpedas.uniza.sk,

Key words: Air carriers, Low cost, Alliance, Cooperation, Competition.

Abstract

While horizontal cooperation of air carriers in the form of international alliances was historically typical only for full service network carriers, on the present the trend towards horizontal cooperation in the provision of air services is observed in the segment of low-cost carriers. We discuss motives for horizontal cooperation in the form of international alliances among low-cost carriers using the case of Value Alliance, the first international alliance in the world which was established by Asian low cost airlines. We analyse the airlines within the Value alliance focusing on the attributes of business models used by the airlines and subsequently we benchmark the new alliance against the rivals - the global alliances OneWorld, SkyTeam and StarAlliance. Finally, we identify the type of the new alliance in terms of cooperation, competition and/or coopetition and derive possible consequences of the new alliance on the worldwide processes in the provision of air services.

Trends in environmentally related taxes

VAVROVÁ Katarína ^{1,a *}, BADURA Peter ^{1,b}, BIKÁR Miloš ^{1,c},
KMEŤKO Miroslav ^{1,d}

¹ Ekonomická univerzita v Bratislave, Fakulta podnikového manažmentu,
Dolnozemska cesta 1, 852 35 Bratislava, Slovenská republika

^{a*} katarina.vavrov10@gmail.com, ^b badura.peter@gmail.com, ^c milos.bikar@gmail.com,
^d mkmetko@yahoo.com

Key words: Environmentally taxes, Factors, Economic activities.

Abstract

In a market economy, taxes are one of the most discussed financial terms ever. Moreover, special forms of taxation, as environmental taxes are, gain more and more on importance. The European Commission even sees the environmental taxes as one of the most effective tool that allows achieving environmental policy objectives. The aim of this paper is to present the most relevant information on the impact of the various sectors of economic activity - transport, energy, industry, agriculture, forestry and tourism on the environment. The impact is measured by indicators and indicator reports. The assessment is based on the methodology developed by the Organization for Economic Cooperation and Development (OECD) and European Environmental Agency (EEA). The methodology of assessing the indicators is based on the causal relationship between the real state and trends of the environment. The international and national legislation and documents applicable to various organizations in the area of environment have also been analysed. In the end, the introduction of environmental taxes can lead to many desirable effects within companies. It is necessary to introduce the principles of environmental management as a key tool for sustainable development of each organization. Reviewing and improving of the activities that are related to the environment is required, as well.

Zefektívnenie vybraných aktivít v rámci rozvoja ľudského kapitálu v sektore hospitality

WEISS Erik ^{1,a}, LABANT Slavomír ^{1,b*}, ZUZIK Jozef ^{1,c},
GERGEL'OVÁ Marcela ^{1,d}

¹ Technická univerzita v Košiciach, Fakulta BERG, Letná 9, 042 00 Košice,
Slovenská republika

^a erik.weiss@tuke.sk, ^{b*} slavomir.labant@tuke.sk, ^c jozef.zuzik@tuke.sk,
^d marcela.gergelova@tuke.sk

Kľúčové slová: Ľudský kapitál, Hospitality, Výber zamestnancov, Vzdelávanie zamestnancov.

Abstrakt

Článok je zameraný na návrh metodiky zefektívnenia rozvoja ľudského kapitálu v podnikoch pôsobiach v sektore hospitality. Hlavným cieľom príspevku je prispieť k rozvoju ľudského kapitálu pomocou analýzy vybraných aktivít vo vybranom podniku cestovného ruchu pôsobiaceho na území Slovenska. Súčasná situácia na trhu cestovného ruchu ovplyvňuje množstvo nových okolností a faktorov. Medzi ne patria zásadné zmeny v globálnej bezpečnosti a z toho vyplývajúci ostrý konkurenčný boj pri získavaní tak domácich ako aj zahraničných klientov. V tejto situácii ako jeden z efektívnych nástrojov pri zvládaní tohto nového stavu je možné považovať ľudský kapitál. Medzi faktory konkurenčnej výhody patria atraktívna primárna a sekundárna ponuka, možnosti športového a kultúrneho vyžitia a hlavne kvalita služieb poskytovaných zamestnancami podniku. V rámci analýzy ľudského kapitálu súčasnej situácie v konkrétnom podniku cestovného ruchu sú vybrané dve základné aktivity: výber a vzdelávanie zamestnancov. Kvalita služieb vyžaduje neustále zdokonaľovanie a prispôsobovanie sa pri plnení potrieb a želaní klientov. Úroveň poskytovania služieb v cestovnom ruchu závislý od kvality a pripravenosti personálu. Zabezpečenie kvalitného personálu spravidla začína zamestnaním najkvalitnejších uchádzačov o zamestnanie. Preto je potrebné určiť účinné metódy výberu uchádzačov o zamestnanie a implementovať ich v praxi. V praktických podmienkach úspešní kandidáti spravidla nie sú plne pripravení poskytovať služby na vysokej úrovni, preto je nutné ich ďalšie vzdelávanie. Cieľom príspevku je navrhnúť efektívnu metódu výberu a vzdelávania zamestnancov vo vybranom podniku cestovného ruchu za účelom splnenia vysokých kvalitatívnych nárokov kladených na zamestnancov v sektore hospitality.

Podpora informačných technológií pri uplatňovaní princípov znalostného manažmentu

WEISS Gabriel ^{1,a}, GERGELOVÁ Marcela ^{1,b}, MIXTAJ Ladislav ^{1,c},
LABANT Slavomír ^{1,d*}

¹ Technická univerzita v Košiciach, Fakulta BERG, Letná 9, 042 00 Košice,
Slovenská republika

^a gabriel.weiss@tuke.sk, ^b marcela.gergelova@tuke.sk, ^c ladislav.mixtaj@tuke.sk,
^{d*} slavomir.labant@tuke.sk

Kľúčové slová: Znalostný manažment, Konkurencieschopnosť, Informačné technológie, Organizácia.

Abstrakt

Príspevok sa orientuje na problematiku možnosti uplatňovania znalostného manažmentu s dôrazom na implementáciu princípov moderných prístupov a trendov v rámci riadiacich činností v organizácii. Uplatňovanie všeobecných princípov znalostnej ekonomiky so sebou prináša kvalitatívne zmeny, ktoré sa odzrkadľujú v oblasti riadenia ľudských zdrojov, využívania poznatkov vedy, techniky a inovácií, s ohľadom na všetky skupiny ukazovateľov, ktoré majú zásadný vplyv na zvyšovanie konkurencie schopnosti organizácie. Súčasné trendy v oblasti riešenej problematiky sú predovšetkým orientovanie na efektívne a cielene využívanie najnovších poznatkov z oblasti informačných technológií a inovatívnych riešení, s cieľom ďalšieho udržateľného rozvoja informačnej infraštruktúry spoločnosti. Riadiace činnosti konkrétnej organizácie by mali byť podporované využívaním najnovších poznatkov získaných v rámci vedecko-výskumnej činnosti. Dôraz sa kladie na neustále zvyšovanie znalostí a rozvíjanie kľúčových kompetencií pri vytváraní pridanej hodnoty konkrétnej oblasti záujmu. Subjekty verejného záujmu a podnikateľské subjekty sa vo svojich činnostiach predovšetkým orientujú na kvalitatívnu stránku vychádzajúcu zo vzdelávacieho systému, ktorý je nosnou základňou pre uplatňovanie znalostí pre tvorbu finálnych produktov a poskytovaných služieb. Problematika znalostného manažmentu reflektuje v celosvetovom meradle neustále napredujúci trend najmä v oblasti rozvoja informačných technológií. Ich podpora prináša neobmedzené možnosti vytvorenia bázy poznatkov, ktorú môžu využívať všetky zainteresované subjekty bez výrazných obmedzení. Fundovaní odborníci majú vedomosti a praktické zručnosti, ktoré metódy a postupy, v ktorej aplikačnej oblasti využiť. Táto skutočnosť výrazným spôsobom zvyšuje vyhliadky na dosiahnutie vytýčených cieľov organizácie. Na základe uvedeného prierezu informácií budú analyzované vybrané činnosti konkrétnej organizácie. Zo súboru získaných výsledkov budú na princípe znalostného manažmentu navrhnuté opatrenia pre zvýšenie súčasnej konkurencie schopnosti danej organizácie.

The potential of using event marketing

WYRWISZ Joanna ^{1,a *}

¹ Lublin University of Technology, Faculty of Management, Department of Marketing,
ul. Nadbystrzycka 38, 20-618 Lublin, Poland

^{a*} j.wyrwysz@pollub.pl

Key words: Event marketing, Marketing communication, Consumer.

Abstract

The aim of the article is pointing out event marketing as the effective and acceptable tool in the communication of the organization with market environment. The research approach based on preliminary research of the writing and Internet sources was applied in the article. An overall description of event marketing showing the specificity and possibilities of its application was included. The case study using event marketing solutions for building the competitive position of its brand was portrayed in the article.

Big Data as a challenge for Project Management

ZÁHUMENSKÝ Peter ^{1,a*}, OLEXOVÁ Cecília ^{1,b}

¹ Ekonomická univerzita v Bratislave, Podnikovohospodárska fakulta so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika

^{a*} pzahumensky@gmail.com, ^b cecilia.olexova@euke.sk

Key words: Big Data, Data Access, Project Management, Strategic Planning, Cloud Computing.

Abstract

Big data have become very popular. In the last years we could have observed that number of big data projects has increased thanks to regular and permanent growth of data. We are speaking about both structured and unstructured ones. Big data are far more easier to access due to open-source Hadoop analytics platform and due to much more data in the cloud services. They become more available by every single day. However large number of these big data projects is unsuccessful despite their use by small and large companies. The failure can be of various causes. Even though, in most cases they have been explained as consequence of insufficient project management. People should keep in minds that project success rests on the proper use of crucial management methodologies from the beginning till the end and it is not just about big data analytics. Below you can find the list of the key practices for project management based on big data that might help you to gain success.

Hodnotenie finančnej situácie vybraného podniku cestovného ruchu pomocou súhrnných indexov

ZUZIK Jozef ^{1,a}, ČULKOVÁ Katarína ^{1,b}, JANOŠKOVÁ Mária ^{1,c*},
SEŇOVÁ Andrea ^{1,d}

¹ Technická univerzita v Košiciach, Fakulta BERG, Park Komenského 19, 042 01
Košice, Slovenská republika

^a jozef.zuzik@tuke.sk, ^b katarina.culkova@tuke.sk, ^{c*} maria.ria.janoskova@tuke.sk,
^d andrea.senova@tuke.sk

Kľúčové slová: Podnik cestovného ruchu, Finančná analýza, Súhrnný index, Altmanov model, Kraličkov Quicktest.

Abstrakt

Jedným zo základných cieľov každého podniku je zachovanie dlhodobej finančnej stability, preto musí neustále vyhodnocovať výsledky svojich aktivít. O finančnej stabilite podniku hovoria jednotlivé ukazovatele finančnej analýzy, ako nástroja hlbšieho poznania ekonomických javov a procesov. Táto pomáha odhaliť problémy, ktoré by v danom podniku mohli nastať, je tak užitočným zdrojom informácií o reálnej situácii pre jeho manažérov. Príspevok analyzuje finančnú situáciu vybraného podniku cestovného ruchu na Slovensku. Finančná analýza bola vykonaná v časovom intervale rokov 2012 až 2016, podľa údajov získaných zo súvah a výkazov ziskov a strát. Keďže v súhrnných indexoch hodnotenia vystupujú aj údaje z finančných tokov, tieto informácie boli použité z výkazu cash flow. Autori použili výpočty súhrnných indexov hodnotenia súčasného stavu finančného zdravia subjektu a dve metódy: Altmanov model Z-skóre, ako bankrotný model, ktorý pomocou súboru ukazovateľov umožňuje pravdepodobnostne určiť, či sa jedná o prosperujúci podnik alebo podnik s problémami, a Kraličkov Quicktest ako bonitný model umožňujúci ohodnotiť bonitu podniku na základe bodovej klasifikácie. Podľa dosiahnutých hodnôt štyroch ukazovateľov boli pridelené body a index bonity umožňuje komplexnejší pohľad na jeho finančné zdravie.

Financial resources of innovative activity in small and medium-sized enterprises in Rzeszów county. Based on agri-food industry

ZYCH Anna ^{1,a *}

¹ Wydział Nauk Technicznych i Ekonomicznych Państwowa Wyższa Szkoła Zawodowa
im. prof. Stanisława Tarnowskiego w Tarnobrzegu, Poland

^{a*} anazych@interia.pl

Key words: Innovations, Small and medium-sized enterprises, Agri-food industry, County, Financial resources.

Abstract

The innovation of companies has many causative factors. Therefore, many scientists and researchers look for their dimensions and attributes which decide about the increase of innovation, competitiveness of enterprises and their development. The force for the long – term development is knocking economics off its balance by business – oriented entrepreneurs. Therefore, it is very important to make the optimal conditions for innovative business. Innovative activity is basically based on all branches of economic life. Its functioning is determined not by one, individual phenomenon but the whole its data set. It is necessary to take into account economic, informational, financial, market-based, social, institutional, scientific, legal aspects and so on. In the market economy which is characterized by its globalization and prominent competition where the entrepreneurs have to function nowadays, one of the crucial factors of creation, introducing the improvement of different innovations are financial dimensions. That is why, the aim of this article is the analysis of financial resources of innovative activity in small and medium-sized enterprises of agri-food industry which have been functioning in Rzeszow county.

Názov / Name

**Zborník abstraktov z 5. ročníka medzinárodnej vedeckej konferencie –
Marketing manažment, obchod, finančné a sociálne aspekty podnikania –
MTS 2017**

***Conference Proceeding of Abstracts of the 5th International Scientific
Conference – Marketing Management, Trade, Financial and Social Aspects
of Business – MTS 2017***

Zostavovatelia / Edited by

**Ing. Magdaléna Freňáková, PhD.
doc. PhDr. Mária Ria Janošková, PhD.
Ing. Jozef Lukáč
Ing. Petra Szaryszová, PhD.
Ing. Lenka Štofová, PhD.**

Vydavateľ / Publisher

Vydavateľstvo EKONÓM

Vydanie / Edition

Prvé / First

Náklad / Printing

150

Rok / Year of publication

2017

Strany / Pages

142

ISBN 978-80-225-4384-2

© Podnikovohospodárska fakulta Ekonomickej univerzity v Bratislave so sídlom
v Košiciach, Tajovského 13, 041 30 Košice, Slovenská republika, 2017.

