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Informácie

Alžbeta Ivaničková

Znalostná ekonomika a spoločnosť – väzby, siete, impulzy

Medzinárodná konferencia k ukončeniu projektu *Regionálne trajektórie v znalostnej ekonomike* v rámci 6. rámcového programu EÚ pri príležitosti 70. výročia založenia Ekonomickej univerzity v Bratislave

Miriám Lovászová

Cena rektora Ekonomickej univerzity v Bratislave za publikačnú činnosť v roku 2009

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Miroslav Grznár

Ľuboslav Szabo

Performance and Productivity of Slovak Agriculture after Slovakia's Admission to the European Union

Abstract: *After Slovakia's admission to the European, the Slovak agriculture defined its multifunctional mission: apart from the provisioning of agricultural commodities for the nourishment of population, the use of sources allocated to this sector, the focus will also be on externalities, e.g. environmental protection and support of rural activities and life in the country. The focus of the paper is on the analysis of production function in the long-term perspective: first of all, on those areas where Slovakia lags behind the most developed EU countries in terms of efficiency and productivity of business companies – corporate entities. The analysis has confirmed that the lag persists, and our companies are still behind the average of EU-15, also in terms of the indicators of performance and productivity. An increasing support from EU sources and also from the state budget is not adequately reflected in the increase of efficiency of market-oriented companies operating in production conditions.*

Dagmar Lesáková

Markus Reheis

Analysis of Customer Relationship Development

Abstract: *The focus of this paper is on customer relationship development. The goal of our research study was to identify and analyse the indicators of customer relationship development in human resources recruitment / leasing companies. The indicators were made sequentially operational in order to translate customer relationship development into specific activities designed to increase business performance. The final purpose of the research is to determine the strength of the relationship between business performance and customer relationship. This paper presents the research results and discusses the appropriateness of the customer relationship indicators applied in human resources recruitment companies. It is a part of the research project VEGA 1/0652/10.*

Daria Rozborilová

The Modification of Size, Structure and Allocation of Household Savings and Its Implications

Abstract: *The declining interest on the part of many countries in the creation of savings combined with the effects of financial and economic crisis at the beginning of the 21st century increases the urgency of the reverse of this negative trend. This is because no economy can be independent, efficient and competitive in the long term, if does not have its own adequate resources. The aim of this paper is to highlight the ambiguity of perceiving the conditional nature of savings, investment, economic growth and prosperity,*

the ambiguity of the impact of the particular individual determinants that affect the formation, size, structure, and allocation of savings. The general tendency of underestimating the creation of savings requires a solution in global context: cooperation between academics and practitioners in designing measures that would motivate the creation of the savings, the modification of their structure as well as their rational allocation.

Vít Pošta

Co-integration Tests of Exchange Rate Parity Conditions and Monetary Model of Exchange Rate: Evidence from the Czech Republic, Hungary, Poland, and Slovakia

Abstract: *Purchasing power parity and uncovered interest rate parity conditions are both an important building block of any modern approach towards the theory and modelling of exchange rate behaviour. Empirical analyses for these conditions across developed and "stable" economies render mixed results. An interesting question to ask is whether and to what extent the exchange rate behaviour is in accordance with these conditions in emerging foreign exchange markets. In addition to testing the conditions themselves, the paper also tests the relationship between exchange rates on the one hand and interest rates and rates of inflation on the other hand within the context of a basic monetary model of exchange rate. Regarding the time series properties required for testing the parity conditions, co-integration and vector error correction model are acceptable. The focus in this paper is laid on the most developed non-euro (by the end of 2008) countries which entered the European Union in 2004.*

Discussion

Magdaléna Přívarová

The Contribution of Regulation Theory to Understanding of the Concept of Economic Crises

Abstract: *The Regulation School looks at the capitalist economy as a historically specific system of capital accumulation, as a function of social and institutional systems. Regulationist economists distinguish between cyclical crisis and structural crisis. (They study only structural crisis.) On the basis of this differentiation, the regulationists have developed a typology of crises (the exogenic crises, the endogenous crises, the crisis of the mode of regulation, the crisis of the mode of accumulation, the crisis of the mode of production) which gives an account of various disarrangements in the institutional configuration.*

Karol Szomolányi

Martin Lukáčik

Adriana Lukáčiková

The Issue of Credibility and Theory of Punishment Equilibria in Monetary Policy

Abstract: *The paper offers an explanation of the inflation by time inconsistency of the monetary policy problem. The central bank has an incentive to raise the production above its potential level, and it systematically generates an inflation bias. A low inflation may be sustained (inter alia) by punishment equilibria. The monetary policymaker maximises the welfare of society subject to the structure of the economy in an indefinite time horizon. The inflation bias represents a benefit today but cost in the future. The more important the future is for the society, the lower the central banker's incentive is to deviate.*

Viera Čihovská

Euromarketing – Managerial Conception for the European Markets

Abstract: *The present-day European Union includes many different countries, which differ in terms of their economic development, size, cultures, languages, religions, customs and habits, and history. The main aim of the EU is to make up an economic and currency union that is competitive under conditions of the global economy. Consequently, in the course of integration process an important role is to be played by the support of the competitiveness of all the EU member countries, including competitiveness of companies in these countries, and creating a uniform European market; this is the very area where the European marketing may be found to be very helpful.*

Richard Melišek

European Union and Regional Trade Agreements

Abstract: *The EU ascribes a great significance to external economic relations and to the common trade policy. The common trade policy is based on a unified export policy principles, setting of customs tariffs, unification of liberalisation measures, and also on the closing of negotiated trade agreements. Regional trade agreements (RTAs) help in the liberalization of the world trade and are important in the relations of EU member countries with third countries. The contractual parties provide different trade preferences on the basis of these agreements. In the current period the members of these agreements are involved in approximately 40 % of the world's trade exchange. On the basis of these arguments the author analyses the issues of RTAs. The focus of the paper is on the characteristics, analysis and evaluation of the following agreements:*

- *EU–Mercosur Association Agreement*
- *EU–Andean Community of Nations Cooperation Agreement*
- *EU–ACP (Africa, the Caribbean, the Pacific) Countries Partnership Agreement*
- *Agreement on Economic Cooperation between the EU and CARIFORUM (Forum of the Caribbean ACP States)*

Surveys Consultations

Miroslava Szarková

The Structure of Internal Communication Tools in Slovak Enterprises

Abstract: *Communication tools, their selection and content and their use in practice are closely interconnected and create the base of the internal (intra-company) communication. In domestic and foreign sources, these skills are referred to the key factors that enter internal (intra-company) systems and company management processes and regulate, accelerate and improve them to various extent. Their importance is rising with the advancing internationalisation and globalisation processes in the economic sphere. These developments radically affect the external environment in which companies communicate. At the same time, the internal environment is changing, while its cultural and language heterogeneity is changing. The present paper deals with these problems. Its aim is to monitor the communication tools in the small and medium-sized companies in the Slovak Republic; it classifies them and reveals their basic features, communication noise and communication filters, and the frequency of their use in internal communication flows. The research described in the paper was carried out under the VEGA project 1/4591/07.*

Reviews

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SIVÁK, R. – GERTLER, Ľ. – KOVÁČ, U.: *Riziká vo financiách a v bankovníctve*. (Risks in Finance and in Banking). Bratislava : Sprint dva, 2009

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Information

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Knowledge-based Economy and Society – Links, Networks, and Impulses

International Conference held on completing the project on *Regional Trajectories in Knowledge-based Economy* under the Sixth Framework Programme of the European Union and on the occasion of the 70th anniversary of the Establishment of the University of Economics in Bratislava

Miriám Lovászová

Award of the Rector of the University of Economics in Bratislava for publication activity in the year 2009