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„Európsky týždeň vedy 2006“ na Ekonomickej univerzite v Bratislave (v dňoch 20. – 26. novembra 2006)

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Katarína Grančičová

View of the Reality of Marketing Management in Small and Medium-Sized Businesses in Slovakia

Abstract: Authors present results of a long-term research in the degree of implementation of marketing in small and medium-sized businesses in Slovakia. The research carried out enabled them not only to obtain findings on the

implementation of marketing in these firms but also define factors affecting this implementation. Research results are compared with the state-of-the-art theoretical knowledge in this field. The core of the paper contains two parts: the first one contains current general ideas of the role of marketing in small and medium-sized businesses, the second one contains a summary of conclusions from the research carried out.

Bojana Korosec

Marjan Odar

Robert Horvat

The State-of-the-art and Development of Internal Auditing in Slovenia

Abstract: *Results of (the first) two empirical studies with the aim to reveal the state-of-the-art and development of internal audit in Slovenia are presented in the paper. Internal auditing, one of the cornerstones in modern corporate governance, has a relatively short tradition in this new EU member country. Nevertheless, beside the first and mandatory established internal audit units, which were initiated by the corresponding industry's laws in financial services in the early 90s, there is already evidence of a significant and growing number of non-mandatory, voluntary established internal auditing units in other industries. And a variety of internal audit practices regarding establishment, reporting lines, size and scope of work performed by internal audit units, and professional qualifications of internal auditors characterizes the current profile of internal auditing in Slovenian organisations. It can be concluded that internal auditing in Slovenia is following the trends of practice in developed countries, although, in some cases internal auditors are facing problems, mainly due to their lack of work experience, to (un) professional approach of corporate governing bodies, and to top management's lack of awareness or even misunderstanding of the role of internal auditing in corporate governance.*

Игорь Николаевич Бармашов

Татьяна Михайловна Глухенко

Экономический анализ преступной деятельности: теория и особенности ее реализации в современных условиях (Economic Analysis of Criminal Activity: Theory and Special Features of Its Contemporary Implementation)

SUMMARY

Problems of the struggle against criminal activities and offences exceed the limits of criminology and jurisprudence as a whole. Their solution requires an interdisciplinary approach. The economic and legal school of thought of institutionalism is getting stronger in connection with untraditional views of its representatives, namely the Nobel Prize winner G. S. Becker. Beginnings of the theory of "crime and punishment economics" go back to the 18th century. The focus of the theory is on a transgressor who weighs up advantages and losses, acts in a rational way, maximises utility, and decides under risk conditions.

There are two distinct, separate movements in economics theory—the economic theory of behaviour displayed by transgressors and their victims, organised criminal activity, protection of laws, and also narcobusiness economy, corruption, and economic analysis of tax evasions. In Russia there was set up a centre for investigating criminal activity, which bears witness to the attempt to apply institutionalism in practice under specific conditions of the post-Soviet transition economy. Further, on the basis of analysis, the authors give their own opinion of illegal activities of the black economy in the area of production and selling of counterfeit products.

“Pirate” activities infringe the copyright and bring about losses to producers. Numerous countries, including China, Russia, Slovakia, etc. have been blacklisted. Although protectors of the law fight against counterfeit production, profits from illegal business are much higher than losses, namely those reaped by illegal producers as well as by consumers. Low levels of consumer incomes in the post-Soviet territory (incomes of 31 % of Russian citizens are below the subsistence level) result in the economic interest of a large group of people to acquire counterfeit products; what is more, this kind of production is on average twice or three times cheaper than the licensed production. The problem of counterfeit production can therefore be dealt with by synthesising economic and legal methods. Offences in sphere of education relate to scientific, creative and educational activities as special forms of intellectual property. Here liability for most infringements is not even assumed.

Discussion

Vladimír Gonda

Science and Research in Slovakia in the Context of the Lisbon Strategy

SUMMARY

In Slovakia the development of knowledge-based economy is secured within Minerva project, which is a sub-programme of “The Strategies of Competitiveness of Slovakia by the year 2010“. The following areas are viewed as key ones in the project described: human resources and education, information society, business environment, science, research, and innovations. Slovakia’s weaknesses in the area of research, science and innovations rest in an extraordinary low level of investment, which markedly lags behind EU average. In the conclusion, the author discusses selected problems of research and science and in Slovakia (brain drain, problems of doctoral studies, and innovations in the system of financing universities).

Pavol Kita

Opportunities for Applying Concepts of Manufacturer’s Trade Marketing in Manufacturer – Distributor Relationship

SUMMARY

The paper deals with the explanation of the concept of manufacturer’s trade marketing and ways of its application. It describes stages of applying the

manufacturer's trade marketing approach used in order to develop a positive type of exchange between the manufacturer and the distributor and at the same time to deal with conflict situations in this area. The origin of manufacturer's trade marketing concept is an attempt at developing a different type of relation with distributors on the basis of integrating strategies of the manufacturer and the distributor so that results were favourable for both parties involved. A type of positive change between the two partners is coming into being while, at the same time, value is created for each partner and the process is oriented at the customer, who is simultaneously "consumer – patron". Owing to joint measures, joint margin is achieved, from which the consumer may either partially or fully profit. This new frame of reference between the manufacturer and the distributor is of an undisputable importance for the cooperation between members of distribution channel.

Vieroslava Holková

Alexandra Veselková

Unemployment in Slovak and Czech Economies as the Basic Macroeconomic Problem of Transformation Decade

SUMMARY

The transformation of Slovak and Czech economies have resulted in the change of not only conditions but also the rate of utilising labour force. In both republics the formation of the labour market under new conditions was closely connected with privatisation, increasing pressure of adaptation process in the business sector to new competitive conditions, as well as with dealing over-employment and closing some unprofitable productions. All these facts together along with the need for a fast increase in productivity of labour posed new problems for the labour market, which has affected development of employment and its structure to some extent. The contemporary labour market in the Slovak and Czech Republics is characteristic of a high level of long-term unemployment, very high unemployment of persons with low educational level, high unemployment among young people, great regional differences in unemployment and extremely high unemployment of Romany national minority.

Mária Kačírková

Potentials for Technological and Innovation Development of Regions in the Slovak Republic

SUMMARY

The enlargement of the European Union to 25 Member States presents a great challenge for the competitiveness and internal cohesion of the EU; on the other hand, it leads to the widening of the economic development gap among countries and their regions. This paper focuses on disparities in the economic efficiency and technological and innovative capacity of Slovakia's, regions. After examining fifteen selected indicators, the paper analyses developmental potentials of the knowledge-based economy in various regions of Slovakia and determines their

relationships. It is stated in the final part of the paper there are potentials for further technological and innovative development, and there are presented suggestions for problem areas which need to be paid a greater attention.

Alexander Moravčík

Influence of System's Entropy on the Relation between Investment, Economic Growth and Effectivity of Investments

SUMMARY

Every capital is appreciated within some (particular, given) system. This system is dominated by a quantitative as well as qualitative arrangement of transformation factors and by material interactions between them. Economics theory indicates that investments, economic growth and effectiveness are linked by causal relationships. Economic growth, in which processes are managed, is a socio-technical system of non-linear behaviour, which is affected most of all by man's behaviour. It is entropy that plays a decisive role in the relations under study. It can be materialised in specific transformation processes. Investment reproduction (dynamics of fixed capital) enables to stabilise entropy of a particular system in structures on the level securing functionality of the system. However, a stationary condition is not a basis of a maximum overall yield of investments in the system. In case of some volume of allocated investments, investment flows have to be parallelly directed, considering also positions with lower rates of effectiveness.

Igor Bittner

Strategy Introducing Euro in Slovak Economy

SUMMARY

The paper aims to analyse pros and benefits as well as potential cons and costs related to Slovakia's ambition introduce the euro. The present analysis shows that the quantification of yields of admission to the euro zone is demanding and inaccurate, which, in fact, is similar in the case of costs and other risks. Despite this, in qualitative terms the prevalence of pros is undeniable. Main benefits resulting from the introducing the euro are of a long-term nature and are not directly related to the speed of admission to the euro zone.

Dana Palacková

Is the European Monetary Union an Irreversible Project?

SUMMARY

The aim of the article is to start a discussion on the EMU's durability. Before its creation, the EMU was often the subject of deliberation and even criticism. The article portrays these critical views and also characterises a range of potential risks jeopardizing the EMU. It also covers various reports on monetary disintegration. The legal aspects of a country leaving the euro zone and the economic consequences of such a step are also described. The paper illustrates potential problems of re-introducing national currencies and continuity of contracts. Political aspects are also investigated, purporting that moving towards a political union

might be a matter of survival for the EMU.

Eleonóra Matoušková

Non-production Functions of Agriculture and Their Benefit for Society

SUMMARY

Agriculture is characteristic of a wide range of specific features in contrast to other industries of the national economy. Agricultural production is of a biological nature; its production process is lengthy and is connected with numerous season fluctuations and risks, areas of farmland is limited; there is small flexibility of supply of as well as demand for agricultural, or food products. This branch of the economy plays two functions in society: production function – connected with the production of foodstuffs and raw materials designed for further processing in the foodstuff industry and in other industrial branches, and a highly important non-production function (landscape-formative function, function of natural risk prevention, biodiversity, foodstuff safety, revitalisation of rural economy, the preservation of cultural and historical heritage of the countryside, and some others). Non-production functions of agriculture, being positive externalities of the primary production function, are the public goods in nature. In some regions their importance may prevail over production benefits of agriculture. Despite this, these positive side-effects of agricultural production activity are rarely considered in economic evaluation of the branch. This is due to the fact that their benefits for society are difficult to express in terms of economics, and due to little interest of the public in dealing with these problems.

Opinions

Jaroslav Husár

Knowledge-Based Economy

Reviews

Vojtech Stanek

RIEVAJOVÁ, E. et al.: *Sociálne zabezpečenie*. (Social Security) Bratislava: Sprint vfra, 2006, 271 pp.

Information

Monika Štefíková

„European Science Week 2006” at the University of Economics in Bratislava (20th– 26th November 2006)