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LOGO

Autori príspevkov

prof. Ing. Dagmar Lesáková, CSc., Katedra marketingu, Obchodná fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava (OF EU), tel.: 02/67 29 15 52, fax: 02/67 29 11 49

prof. Ing. Vladimír Gonda, PhD., Katedra ekonomickej teórie, Národohospodárska fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 19 Bratislava (NHF EU), tel.: 02/67 29 15 63, fax: 02/62 41 23 02

Ing. Mária Husáková, PhD., Katedra sociálneho rozvoja a práce, NHF EU, tel.: 02/67 29 15 71, fax: 02/62 41 23 02

prof. Ing. Eva Rievajová, PhD., Katedra sociálneho rozvoja a práce, NHF EU, tel.: 02/67 29 14 86, fax: 02/62 41 23 02

Ing. Zdenka Milánová, Ústav ekonómie, Fakulta sociálnych a ekonomických vied, Komenského univerzita v Bratislave, Odbojárov 10/A, 820 05 Bratislava, tel.: 02/50 11 76 26, fax: 02/ 50 11 76 00

Ing. Ľubica Knošková, Katedra tovaroznaectva a kvality tovaru, OF EU, tel.: 02/67 29 13 98, fax: 02/62 41 23 02

prof. Ing. Vojtech Kollár, PhD., Katedra tovaroznaectva a kvality tovaru, OF EU, tel.: 02/67 29 13 26, fax: 02/62 41 23 02

doc. Ing. Marián Goga, CSc., Katedra operačného výskumu a ekonometrie, Fakulta hospodárskej informatiky, Dolnozemska cesta 1, 852 35 Bratislava (FHI EU), tel.: 02/67 29 58 24, fax: 02/67 29 11 61

doc. Ing. Igor Kačeňák, CSc., Katedra tovaroznaectva a kvality tovaru, OF EU, tel.: 02/67 29 13 30, fax: 02/62 41 23 02

Ing. Jana Tomanovičová, PhD., Fakulta sociálno-ekonomických vzťahov, Trenčianska univerzita Alexandra Dubčeka v Trenčíne, Študentská 3, 911 50 Trenčín, tel.: 032/740 04 15, fax: 032/740 04 03

Ing. Viera Malacká, PhD., Katedra bankovníctva a medzinárodných financií, NHF EU, tel.: 02/67 29 13 92, fax: 02/62 41 23 02

Ing. Martina Mráziková, Mateja Bela 15, Trenčín

Ing. Jaromír Novák, PhD., Katedra pedagogiky, NHF EU, tel.: 02/67 29 14 74, fax: 02/62 41 23 02

PhDr. Eleonóra Zsapková, PhD., Katedra anglického jazyka, Ústav jazykov, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava (ÚJ EU), tel.: 02/67 29 52 08, fax: 02/67 29 51 46

PhDr. Hana Pašková, Katedra anglického jazyka, ÚJ EU, tel.: 02/67 29 52 17, fax: 02/67 29 51 46

PaedDr. Eva Stradiotová, Katedra anglického jazyka, ÚJ EU, tel.: 02/67 29 52 27, fax: 02/67 29 51 46

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Zefektívnenie vnímania anglického ekonomického textu na prednáškach na Ekonomickej univerzite v Bratislave

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Dagmar Lesáková

Determinants of Export Marketing Strategy: Analysis of Small and Medium-Sized Enterprises in the Slovak Republic

***Abstract:** The objective of this paper is to explain why export performance should be investigated as an independent variable. We argue that past performance has a crucial role in the determination of the current marketing strategy. In our research we use the traditional marketing mix elements (product, price, promotion, and distribution) – 4Ps adaptation as the dependent variables.*

The degree of adaptation to the main foreign market was taken as the objective of the questionnaires distributed between 115 SME (small and medium-sized enterprises). Our results indicate that dissatisfaction with prior year's export performance has an impact on distribution and price adaptation. This particular study shows that marketing strategy is a function of the fit between preceding performance and export market forces.

Vladimír Gonda

Some Theoretical, Economic and Political Innovations of J. M. Keynes in General Theory of Employment, Interest and Money

***Abstract:** The paper deals with some theoretical and economic and political innovations of J. M. Keynes' ideas in his major work General Theory of Employment,*

Interest and Money. The author pays attention to the difference of Keynes' theoretical system from neoclassical economics, while focusing on the analysis of one of key elements of this system – theory of money and interest on the basis of liquidity preference. At the same time, the author points its link to the concepts of effective demand and employment issue, as well as economic and political implications of Keynes' theory.

Mária Husáková

Eva Rievajová

Developmental Trends in Labour Market in the Context of Globalisation

Abstract: *The focus of the paper is on delimitation of basic trends dominating on labour markets under globalisation conditions: the impact of globalisation processes on national labour markets is getting stronger, while the issue of unemployment is assuming new dimensions. The need to consider changes in conditions in specific policies as well as the labour force's capability to adjust to changing market requirements rises in importance. In the SR it is necessary to focus our attention mainly on creating conditions for the knowledge potential growth, strengthening policies oriented to the creation of long-term jobs, applying flexibility in relation to the labour market and increasing the efficiency of labour market policy with emphasis on fostering integration and re-integration of disadvantaged groups.*

Zdenka Milánová

Recession Factor in the Task of Portfolio Selection

Abstract: *Markowitz portfolio selection problem represents foundations of modern portfolio theory. In this model risk is measured by variance. Not only returns of new investment instruments but also returns of the stocks and bonds need not to be normally distributed. This leads to the interruption of basic assumption of Markowitz portfolio selection problem. New risk measures allow taking into consideration the third and fourth moments of returns distribution, for example Value-at-Risk (VaR) or Conditional Value-at-Risk (CVaR). In this article efficient and multifactor efficient frontier in the mean – variance space and in the mean – CVaR space is compared at the basis of Dow Jones Industrial returns. Factor of the recession is used as an additional factor.*

Discussion

Lubica Knošková

Vojtech Kollár

Application of Theoretic and Practical Approaches to Product Management in Slovak Business Environment

Abstract: *The paper deals with the concept of product management, which involves tasks of strategic, tactical as well as operational nature and focuses on achieving equilibrium between consumer behaviour motivation and factors operating in the course of product development. The authors present results of their analysis Slovakia's economic potential and information environment in the area of product management in Slovakia. The aim of the authors' research was to identify employers' requirements concerning competencies, responsibilities, powers, and personal characteristics of Product Manager under conditions of business entities in the SR related to the profile of the course in Product Management so that the aspect of business entities' needs in the SR may be considered.*

Marián Goga

Model Analysis of the SR State Budget Development

Abstract: *In the first part of the article the author analyses some relations in evolution of state budget in Slovakia. In sense of the Maastricht criteria and the Pact on Stabilisation and Growth, he focuses on the analysis of fiscal instruments that essentially influence revenues, expenditures and government deficit. In the second part of the article, the author suggests experimental econometrics model of government budget, which is applied to statistical data of the SR since the year 1997 and estimates evolution of these magnitudes up to the year 2009. Results on the one hand confirm the fact of a dynamic growth of the Slovak economy while the GDP increase was higher than the government deficit increase. On the other hand, the results show that the Maastricht criteria favourably operate on recovery of the country's public finance.*

Igor Kačejník

Safety and Traceability – Phenomenon of the Present and Future

Abstract: *The author deals with the issue of arranging foodstuff safety in terms of legislative and organisational aspects. The concept of traceability and safety security of foodstuff is explained in detail. The core of the paper contains description of currently applied ways of product identification on the basis of EAN-UCC code and deals with the development and future trends of the entire system of radiofrequency product identification (RFID).*

Surveys Consultations

Jana Tomanovičová

Effectiveness of State Aid Provided in Agriculture of European Union Countries

Abstract: *A crucial factor determining success or failure in the realisation of agricultural produce is an amount of the initial cost as well as the final retail price that the market can accept. Whether it may be affected by the cost of agricultural production (arising on free markets) and or prices required by retail consumers and wholesalers, and how the effectiveness of government aid in agriculture may be regulated is described in the article.*

Viera Malacká

The Tools of the Free Market Trade of the Eurosystem

Abstract: *The European REPO market is at the present time one of the fastest developing sectors of the international capital market, and its dramatic increase is expected to continue in the coming years. As the analysis of the International Capital Market Association shows, the semi-annual growth of this market reaches on the average the rate of 15 %. The present value of the contractual REPO trade reaches the value of 6,43 mld. EUR. The intense increase in the REPO market started in the 90s as a result of the stricter demand for the minimal capital securities at the banks and the demand for the lowering of the credit risk, and also as a result of the aim of the banks to utilize the capital more effectively placing it on the global market.*

Martina Mráziková

Consumer Awareness in the European Union

Abstract: *The paper deals with consumer awareness in the European Union with emphasis on consumer related problems in Slovakia. Consumer policy belongs to the Union's strategic objectives, while these objectives are reflected in particular in an adequate legislation. A uniform consumer policy brings a lot of advantages but also risks. The main issue of the paper is a low awareness of the Slovak consumer and extreme arrogance in communication with him. Consumer rights are the same all over the European Union, which upholds consumer protection in each of its member countries. Awareness of the Slovak consumer differs from that of the European consumer. However, it may be increased through an inevitable media coverage and legislation at the level of the European Union.*

Reviews

Jaromír Novák

VELICHOVÁ, L.: *Rozhodovacie procesy v cvičnej firme.* (Decision-Making Processes in a Training Firm) Bratislava: Vydavateľstvo Ekonóm, 2008, 132 pp.

Information

Eleonóra Zsapková

Hana Pašková

Eva Stradiotová

Increasing the Understanding of English Economic Text at Lectures at the University of Economics in Bratislava