

EKONOMICKÉ ROZHLADY

4/2008

ISSN 0323-262X

ECONOMIC REVIEW

QUARTERLY JOURNAL OF THE UNIVERSITY OF ECONOMICS BRATISLAVA

VOLUME XXXVII.

LOGO

### **Autori príspevkov**

**prof. Ing. Dagmar Lesáková, CSc.**, Katedra marketingu, Obchodná fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 15 17, fax: 02/67 29 11 49

**Ing. Elena Trenčianska, PhD.**, Treinco, s.r.o. Bratislava, tel.: 0903 341 515, fax: 43 42 52 37

**prof. Ing. Peter Baláž, PhD.**, Katedra medzinárodného obchodu, Obchodná fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 14 77

**doc. RNDr. Mária Bilíková, PhD.**, Katedra matematiky, Fakulta hospodárskej informatiky, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 58 42

**Ing. Mária Kačírková**, Ekonomický ústav SAV, Šancová 56, 811 05 Bratislava, tel.: 02/52 49 79 89, fax: 02/52 49 51 06

**Ing. Martin Huska**, Katedra operačného výskumu a ekonometrie, Fakulta hospodárskej informatiky, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 0902 893 717

**Ing. Marek Jemala**, Katedra manažmentu výroby a logistiky, Fakulta podnikového manažmentu, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 0904 256 078

**doc. Ing. Marián Goga, PhD.**, Katedra operačného výskumu a ekonometrie, Fakulta hospodárskej informatiky, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 58 24

**doc. Ing. Iveta Dudová, PhD.**, Katedra sociálneho rozvoja a práce, Národohospodárska fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 15 13

**Ing. Silvia Ošková**, Katedra sociálneho rozvoja a práce, Národohospodárska fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 14 86

**prof. Ing. Vojtech Stanek, PhD.**, Katedra sociálneho rozvoja a práce, Národohospodárska fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 14 50

**Ing. Andrej Miklošik, PhD.,** Katedra marketingu, Obchodná fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 15 52

**Ing. Elena Fifeková, CSc.,** Katedra hospodárskej politiky, Národohospodárska fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 14 70

**doc. Ing. Ľuboslav Szabo, CSc.,** Katedra manažmentu, Fakulta podnikového manažmentu, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 56 27

**Ing. Ľudmila Velichová, PhD.,** Katedra pedagogiky, Národohospodárska fakulta, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 14 88, fax: 02/62 41 23 02

**Miriám Lovászová,** Oddelenie pre vedu a doktorandské štúdium, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 53 77, fax: 02/62 41 23 02

**PhDr. Helena Šajgalíková, PhD.,** Katedra anglického jazyka, Ústav jazykov, Ekonomická univerzita, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 51 52, fax: 02/67 29 51 52

## **OBSAH**

*Dagmar Lesáková*

Úloha univerzít vo výmene a transfere poznatkov s hospodárskou a spoločenskou praxou

*Elena Trenčianska*

*Peter Baláž*

Die Bedeutung der Energiepolitik für strategische wirtschaftliche Vorhaben der Europäischen Union (Význam energetickej politiky pre strategické hospodárske zámery Európskej únie)

*Mária Bilíková*

Oceňovanie dôchodkových poistení

*Mária Kačirková*

Zhlukový potenciál v regiónoch nových členských krajín Európskej únie

Martin Huska

Are the Authorities spending Public Money efficiently? (Vynakladajú inštitúcie finančné prostriedky efektívne?)

## **Diskusia**

*Marek Jemala*

Vstup do teórie absolútneho equilibria

*Marián Goga*

Analýza inflácie a vstup Slovenska do európskej menovej únie

*Iveta Dudová*  
*Silvia Ošková*  
*Vojtech Stanek*

Formovanie charakteru sociálneho štátu v zmysle komparácie prístupov v Európe

### **Prehľad Konzultácie**

*Andrej Miklošik*

Možnosti využitia perspektívnych obchodných modelov v prostredí e-businessu

*Elena Fifeková*

Vplyv priamych zahraničných investícií na výkonnosť priemyslu

### **Recenzie**

*Luboslav Szabo*

VARCHOLOVÁ, T. – DUBOVICKÁ, L.: *Nový manažment rizika*.  
Bratislava: IURA EDITION, 2008, 196 s.

*Ludmila Velichová*

ORBÁNOVÁ, D.: *Aktivizujúce vyučovacie metódy v ekonomickom vzdelávaní*. Bratislava:  
Vydavateľstvo EKONÓM, 2008, 105 s.

### **Informácie**

*Miriám Lovászová*

*Cena Ekonomickej univerzity* za najlepšie výstupy z vedeckovýskumnej činnosti  
publikované roku 2007

*Helena Šajgaliková*

Kvalita jazykového vzdelávania na univerzitách v Európe II

Obsah 37. ročníka Ekonomických rozhľadov

### **CONTENTS**

*Dagmar Lesáková*

Towards the Role of Universities in Exchanging and Transfer of Knowledge with  
Economic and Social Practice

**Abstract:** *The core of this paper is the analysis of recent university research results transfer into industry and society. We assess the barriers and incentives in the cooperation between universities, research institutes and industry / society entities. University knowledge transfer and its industry / society implementation (together with education and research) is the third principal university function. In the paper we evaluate various forms and processes of cooperation between academic institutions and business entities, their strengths and weaknesses, as well as implementation preconditions. At the same time, we present new trends in academic research, mainly transdisciplinarity and development of the so-called Science Shops. We conclude with the examples of best practice within universities in the Czech Republic.*

Elena Trenčianska

Peter Baláž

Die Bedeutung der Energiepolitik für strategische wirtschaftliche Vorhaben der Europäischen Union (On the Importance of Energy Policy for Strategic Economic Intentions of the European Union )

**Abstract:** *The article deals with the analysis of some aspects of energy strategy in the context of development projects in the economic policy of the European Union. The authors come to the conclusion that despite the fact that this community made the most significant advance in terms of savings in fuel consumption in the context of the entire world economy, the consumption remains to be high. As a result, economic growth of the European Union has significantly slowed down and the implementation of the transitional path to a higher proportion of sophisticated production to the overall results of the Community shall be insulated. The authors also point to the rapidly growing risk of territorial dependence on the oil and gas imports, especially from Russia. An example of the prepared energy projects is used to document how to overcome the very different approaches by the EU and Russia in connection with solving the energy security and assist in ensuring the fulfilment of international agreements on air protection and emission reduction, especially carbon dioxide.*

Mária Bilíková

Pricing of Pension Insurance Contracts

**Abstract:** *This paper is concerned with that part of a life insurance actuary's work relating to the pricing of pension contracts. The author has used the net approach, whereby the insurer's expenses are ignored. She has detailed the main actuarial calculations (premium calculation) using both discrete and continuous annuities. The first part is devoted to single-life pensions and in further parts she sets out and derives the equations for pension contracts on two or more lives. The paper ends by considering reversionary annuities.*

Mária Kačírková

Cluster Potential in Regions of new European Union Member Countries

**Abstract:** *In recent years the concept of cluster has become a focal idea of competitiveness and economic development. Regional clusters, as geographic concentration of economic activities in specific areas are interlinked, are becoming an interesting strategic instrument stimulating the region's economy and its competitiveness. The paper maps out and analyzes the cluster potential in new EU member countries (EU 10). The classification system of the European Cluster Observatory (ECO) was used to map the cluster potential. This system is based on regional data on employment, while employment is divided into four cluster sectors and subsequently each cluster sector into 38 cluster categories. This classification was applied to 41 NUTS 2 EU-10 regions. Statistical mapping of clusters was completed with the assessment of cluster policies applied by specific member countries in order to promote the development of clusters. The outcome of research is recommendations that could help in improving the role of clusters in regional economy.*

Martin Huska

Are the Authorities spending Public Money efficiently?

**Abstract:** *One of the roles of government is to provide goods and services, which are not covered by market or which are required for the economy to function [1]. In order to do so, government needs to buy goods and services from various actors in the economy. This is usually accomplished in the form of public procurement or tenders. The problem with such approach is how to make sure that really the optimal offer was accepted or the best solution was chosen. It happens quite often that not the “best alternative” is selected. This may have more reasons, one of them that not all the criteria are openly communicated. Using mathematical model which analyses all selected criteria and alternatives, it is possible to identify effective alternatives and hence justify the outcome of selection process. In this paper we analyze real tender and apply various approaches that can help in decision-making process and provide more transparency and trust in the outcome of the selection. The aim is to prove whether optimal alternative was chosen.*

## Discussion

Marek Jemala

Introduction to the Theory of Absolute Equilibrium

**Abstract:** *A couple of economists Robert J. Aumann and Thomas C. Schelling received the Nobel Prize in 2005 for having enhanced our understanding of conflict and cooperation through game-theory analysis. Why do some groups of individuals, organizations and countries succeed in promoting cooperation while others suffer from conflict? The work of Aumann and Schelling has established the game theory – or interactive decision theory – as the dominant approach to this age-old question. A related extension of the neoclassical approach involves integrating it with ideas first developed by John von Neumann and Oscar Morgenstern (1944) in their work on the game theory. The neoclassical approach suggests a world in which individual people gather information and make choices and decisions independently of others; yet, von Neumann and Morgenstern argue that people's choices are influenced by the decisions of others and that people consider these influences when they make their decisions. The thesis was later improved by John F. Nash (1928-) and called the Nash equilibrium. Since this time the Game theory many times has been changed and improved. The question in economics is why this theory is so popular or successful and whether it can be used in the constantly changed environment. Is there a real chance to reach absolute market equilibrium?*

Marián Goga

Analysis of Inflation and Slovakia's Accession in the European Monetary Union

**Abstract:** *The author of the present paper analyses some problems, which significantly affect Slovakia's convergency process to the European Monetary Union, its contributions, advantages, disadvantages and risks, which are going to influence the development of the Slovak economy in the future. In the second part of this paper, the focus is on the analysis of Maastricht's criteria and their fulfillment, in particular on analyzing inflation and its evolution as consequential criteria for the introduction of the euro in Slovakia. Modified econometric one-equation models have been used in an experiment for purposes of analysis and prognosis.*

Iveta Dudová  
Silvia Ošková  
Vojtech Stanek

Shaping the Nature of Social State in Accordance with Comparative Approaches in Europe

**Abstract:** *In terms of national system of social protection, we live in a new age. This is due to: 1. internal problems of regimes (including financial ones); 2. indirect result of transformation of approaches to regulation and to growth regimes; 3. overcoming the consequence of real socialism in some countries. Politicians in charge have been looking for a normative model – often in an implicit way and sometimes even explicitly – to which their efforts for reforms could converge. Under conditions of institutional research projects, social protection is not an easy concept. International comparative studies emphasize diverse definitions, and these, in turn, lead to polar typologies of the welfare state.*

### Surveys Consultations

Andrej Miklošik

Possibilities of Applying Business Models in E-business Environment

**Abstract:** *In this contribution the author defines, identifies and characterises various business models that are used and implemented in e-business environment. They include a variety of relations between different types of entities. The author lists ten models and focuses on electronic purchase auctions and cooperative platforms. These models represent a highly prospects on Central and East European markets. Author offers a new, modern view of the possibilities that Internet technologies bring to marketing and contracting tools. He identifies risk and constraint factors that threaten the implementation of these methods and suggests solutions for their elimination.*

Elena Fífeková

Impact of Foreign Direct Investment on Manufacturing Industry Performance

**Abstract:** *Development of the Slovak economy and the depth of restructuring processes in particular industries are markedly influenced by the intensity of foreign direct investment. The paper explores the impact of foreign direct investment inflow on the effectiveness of Slovak manufacturing, compares the position of domestic and foreign producers' growth performance in the manufacturing industry. Intensity of technology and qualifications and the development of total factor productivity in manufacturing and its sectors are also evaluated.*

### Reviews

Luboslav Szabo

VARCHOLOVÁ, T. – DUBOVICKÁ, L.: *Nový manažment rizika.*

(New Risk Management)

Bratislava: IURA EDITION, 2008, 196 pp.

Ludmila Velichová

ORBÁNOVÁ, D.: *Aktivizujúce vyučovacie metódy v ekonomickom vzdelávaní.* (Activating Teaching Methods in Economics Education)

Bratislava: Vydavateľstvo EKONÓM, 2008, 105 pp.

## **Information**

*Miriam Lovászová*

Award of the University of Economics for the Best Outputs of Scientific and Research Activities Published in the Year 2007

*Helena Šajgalíková*

Quality of Language Education at Universities in Europe II

Contents of the 37<sup>th</sup> Vol. of Economic Review