

SOME ASPECTS OF INTRODUCING AND USING ICT IN THE CONDITIONS OF ECONOMIC ENTITIES SR

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Abstract: Activities of all economic subjects are closely connected with the process of society informatization. Nowadays this process influences not only technologies and services used in the households but also Slovak economy and people's way of life at all. Realization of transfer of society to information / knowledge society is a long-time and demanding task, which has not only economic and social aspect, but also ethical and spiritual dimension.

Keywords: knowledge society, informatization, Information and Communication(s) Technologies (ICT), E-Services, Internet Services.

LAW ON UNILATERAL INCREASE OF RENT FROM FLATS - SOLUTION OF RENT REGULATION IN CZECH

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Abstract: After years of problems, the law on unilateral rent increases was adopted in 2006, in the Czech Republic. This resulted in long-term problems with the regulation of rents in dwellings in which the tenants had a lease agreement closed before 1993. In other dwellings the rent is negotiated by agreement of the tenant of the tenant; The exception is cooperative dwellings, where the rent is due to the actual costs of the cooperative. The article is a contribution of dissertation thesis in the field of forensic engineering to creating Czech law of flats' rent price deregulation.

Keywords: rent, rent price, deregulation, flats' rent price deregulation

MARKETING KNOWLEDGE IN "NEW MARKETING"

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Abstract: The basic goal of the paper is identification of new areas to marketing education due to the new era marketing. The research based on the questionnaires from managers in SR implies that marketing managers are not fully equipped with relevant knowledge for the new marketing. Changes in marketing environment require re-assessment of basic marketing theses with regard to the nature of knowledge demanded by modern marketing practice. Finally the core competences of marketing manager for the „new era marketing“ are identified.

Keywords: marketing intelligence, marketing research, new era marketing, information eclecticism, marketing education.

VENTURE CAPITAL AS ONE OF THE FORMS OF FINANCING THE LONG-TERM NEEDS OF SMALL AND MEDIUM-SIZED ENTERPRISES

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Abstract: A potential hiding the risk capital is not under the Slovakia conditions exploited completely. More internal and external barriers prevent that. One of them is the averse of owners – small and medium businessmen to allow a foreign subject to enter their own business. But situation is getting better. Positive changes happened in the taxation area, a big potencial is hidden in the creating of harmony between risk capital and business incubators. Slovakia has measures of Action plan of European Union risk capital in process of completion. It is necessary to transfer them into everyday business practice.

Keywords: small and medium enterprise, capital, financing, risk capital

MARKETING OF COLLEGES AS PART OF A MARKETING SCIENCE SYSTEM

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Abstract: Public university marketing has in a system of marketing sciences a special position. University represents the institution whose primary objective is not to make a profit. It provides a wide range of services nearly all of which are free of charge. The significant aspects of university marketing are specialities and features of services in general just as differences resulting from special university position.

Key words: marketing, marketing sciences, service and non-profit marketing, university marketing, public university, private university