

## **A SYSTEM APPROACH TO DEFINING A BUSINESS CONTROLLING CONCEPT**

**Dušan BARAN**

**Abstract:** A controlling can be functional only if its orientation heads in reaching the company aims. A basic principle of the in-house controlling is its help to a profit management. The profit of a company is directly affected by its expenses, because it is given as a difference between revenues and expenses. The expenses in general are characterized as an expenditure of economic resources for a specific execution while a positive economic effect is expected. It means the function of the in-house controlling is an expenditure and calculation system emplacement, which would provide information about a structure of expenses according to the place and the reason of its generation in the company.

**Keywords:** controlling, company, economic resources, conception, calculation system, price

## **OPTIMIZING THE MASS RECRUITMENT PROCESS IN ZF BOGE ELASTMETALL SLOVAKIA A.S.**

**Zuzana BOOROVÁ, Miloš HITKA**

**Abstract:** In this article we present optimization process of employee recruitment in the branches of the concern ZF Boge Elastmetall Slovakia, a.s. From the practical experiences of the potential labour force analyses in the region Nitra we define some possibilities of solution the recruitment process in term of their advantages and disadvantages. In conclusion we analyse potential risk and suggest its elimination.

**Keywords:** labour force, obtaining employees, employees recruitment, optimization of employee recruitment

## **MODERN KNOWLEDGE TRANSFER AT UNIVERSITIES**

**Rudolf BRABECK, Katarína ŠTOFKOVÁ**

**Abstract:** The article discusses the various functions of teachers working at departments and faculties of business orientation. The wide range of their tasks has a range ranging from the traditional understanding of the obligation to convey knowledge to the position in which the teacher himself learns. In this context, the pedagogue presentation methodology as well as the form and quality of interaction between the teacher and the student are of particular importance.

**Keywords:** Transfer of knowledge, university teacher, concept of teaching, key qualifications.

# **THE ADAPTIVE CHANGES OF THE POST IN POLAND TO THE LIBERALISATION OF THE UNIFIED EUROPEAN POSTAL MARKET**

**Jacek BUKO**

**Abstract:** The paper analyzes the trends in the development of the Polish postal market in view of the expected full liberalization in 2009. Despite the process of liberalization processes, the economic regulation of the market is expected by the state, as well as the changes in the organizational and management structure of the practically monopolistic state enterprise. The contribution provides basic data on the current structure of the postal market in the Republic of Poland and an analysis of possible impacts after the introduction of liberalization.

**Keywords:** Postal market, state monopoly, competition, regulation, liberalization.

## **CURRENT ISSUES OF DISPLAYING EXCHANGE RATE DIFFERENCES IN BUSINESS ACCOUNTS**

**Anna CENIGOVÁ**

**Abstract:** Slovak accounting law has undergone some important reforms over the past fourteen years intended to make the law compliant with the requirements of a market economy. Accounting is a very dynamic area that is constantly changing. This article covers the latest actualizing Slovak accounting law in very important area of the financial accounting for business subjects – in evaluation – with special attention to the exchange rate differences and connected problems.

**Key words:** accounting, evaluation of assets, foreign currency, exchange rate, exchange rate difference

## **THE DIVISION OF LABOR IN RELATION TO THE TRANSPORT PRICE AND THE MACROECONOMIC INDICATOR**

**Anna DOLINAYOVÁ, Eva NEDELIÁKOVÁ**

**Abstract:** Division of labour in the transport depends on the supply and demand in freight service. Passengers and forwarders usually decide according to their own criterions while the price is not significant. Numbers of passengers in individual transport branch are affected by their standard of life, prices of alternative transport branches and subjective factors. The development of national economy and globalization proces in the world are nowadays the most important factors affecting the freight transport.

**Key words:** division of labour, coordination of transport, macroeconomic indicators, regressive analyse

## **EFFICIENCY OF INTERNATIONAL CAPITAL MOVEMENT IN CONDITIONS OF GLOBALIZATION**

**Larisa KNIAZEVA, Elena SAKALOVA**

**Abstract:** In terms of globalization, the volume of international capital movement (ICM) is increasing as well as its effectiveness. This is due to an increase in the volume of international capital flows, lessons learned by less developed countries, the development of integration processes, and, in particular, the development of multinational corporations as the basic driving force of ICM's growth. On the other hand, the growth of ICM's intensity in the conditions of globalization brings negative effects such as rapid growth in money supply, inflationary pressures, real weakening of the national currency, Globalization means increasing the efficiency of ICM, but also increasing the likelihood of an economic crisis, the risk of unequal distribution of production: high technology production in advanced economies and environmentally "unclean" production in developing countries.

**Keywords:** efficiency, movement of international capital, investment, globalization.

## **THE INNOVATIVE POTENTIAL OF THE TRANSPORT SECTOR IN THE CASE OF WESTERN POMERANIA IN POLAND**

**Małgorzata SKWERES-KUCHTA – Jozef GAŠPARÍK**

**Abstract:** Over the past decade Poland became an open economy, strongly affected by globalization and integration processes influenced by international environment. Becoming a full member of the enlarged EU was an important step further in globalization of the regional economy. The significant impact on the regional economy could have clusters. Clusters are based on systemic relationships among firms and research sector. The relationships can be built on common or complementary products, production processes, core technologies, natural resource requirements, skill requirements, and distribution channels. The purpose of this article is to show making up the clusters on the case study in region West Pomerania in Poland. There were identified three potential clusters in the sectors civil engineering, tourism and transport-forwarding-logistics.

**Keywords:** innovations, clusters, West Pomerania



## **MARKETING MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS**

**Jana STÁVKOVÁ, Jana TURČÍNKOVÁ**

**Abstract:** The paper presents main problems that universities face nowadays and challenges they have to face. It describes characteristics and specifics of their products and their consequences for its management. Provided secondary data help to understand the present situation on the market, trends and international comparisons in demographic development, costs, structure of study field preferences etc. It emphasizes and explains three important elements of study program conceptions: content, management and mode, and the need of joint development of all three of them.

**Keywords:** university, marketing, management, development analysis, service