

**A PROJECT CO-FUNDED FROM EU RESOURCES
ADDRESSING THE IMPLEMENTATION OF SCIENTIFIC AND
RESEARCH KNOWLEDGE IN AVIATION**

Alena NOVÁK SEDLÁCKOVÁ, Andrej NOVÁK

Abstract: This paper is about Implementation of scientific research knowledge to the air transport – ITMS 26220220010, which is realized at Air Transport Department of University of Žilina in cooperation with Flight Training Organization (FTO) – Air School of the University of Zilina. This project is cofinanced from sources of EU, which supports research activities in the Slovak Republic. The main goal of this project is increasing operation efficiency and safety of air traffic.

Keywords: air transport, operation efficiency, air traffic

DEFINITION OF CUSTOMERS 'REQUIREMENTS AND PERFECT CUSTOMER SATISFACTION IN THE IT SERVICE PROVIDER

Iveta KREMENOVÁ, Thomas BADER

Abstract: This article addresses customer satisfaction issues in IT service management. It characterizes the three-tier model of customer expectation and points to the need to expand it so that it represents a three-step model to achieve and ensure complete customer satisfaction. Determining the factors of customer satisfaction requires, above all, to know their expectations. Because only when we know the customer's wishes we can tailor our products and actions. In the case of a business that meets all the criteria of a "three-part customer expectation" model, it means that customer expectations have been exceeded. This overrun then leads to total customer satisfaction.

Keywords: Customer, Customer Satisfaction, Quality Standards, Model, Customer Satisfaction Factors, QM-System.

THE CONCEPT AND BENEFITS OF INTRODUCING A BONUS BONUS IN SR

Martina PALIDEROVÁ

Abstract: This contribution arises from Milton Friedman thoughts about negative tax and basic income as the transfer payments bonus try to connect advantages of both systems. The negative income tax represents a mirror image of the regular tax system, where the income taxes form the revenues of the state and their amount increases with the increase in the income of the citizen. In another part is showed algorithm or its calculation with practical examples and at the end it rates the positives and negatives at their putting into the practice.

Keywords: transfer payments bonus, flat tax, solidarity levy, health levy, basic state benefit, extraordinary state benefit

FINANCIAL SPECULATION AND TAXATION OF BANKS

Luboš PAVELKA, Elena LIPTÁKOVÁ

Abstract: Financial and economic crisis that has ravaged most of the economies of the world since the summer of 2008 brought with it numerous discussions of professional politicians and the public regarding the search for culprits of this condition and defining their legal, moral, ethical and financial responsibility. The aim of this research paper is the establishment of a society-wide discussion of the issues concerning the taxation of financial institutions in individual economies, which emerged as a result of the global financial crisis.

Keywords: financial crisis, moral hazard, speculative financial transactions, tax on financial transactions

SINGLE EUROPEAN PAYMENT AREA AS A HIGHER RATE OF EURO ADOPTION

Luboš PAVELKA, Klaudia SUŠKOVÁ

Abstract: The introduction of Euro in cashless payments since 1. 1. 1999 and in cash payments since 1. 1. 2002 creates a common platform that enables using the benefits of common European currency. Further synergy effects can be fully used by the European citizens after the SEPA Project implementation. The main benefit of the Single European Payments Area (SEPA) will be the removal of barriers in financial services within Europe, whether within or across national boundaries under the same basic conditions, rights and obligations, regardless of their location. Starting from 1. 11. 2008 cross-border euro payments are treated within SEPA as domestic payments. Common standards, faster settlement and simplified processing will improve cash flow and considerably reduce costs.

Keywords: Single European Payments Area, SEPA Credit Transfers, SEPA Direct Debit, SEPA Card Framework, SEPA cash pooling

EFFICIENT MANAGEMENT OF THE COMPANY'S FINANCES AND LIQUIDITY

Anna JACKOVÁ, Viera BARTOŠOVÁ

Abstract: In these crisis times, world economy puts many corporations in position, where the need for effective finance and liquidity controlling is necessary. Due to the instability of financial and material flows, the question of liquidity has become for finance controlling more important. In this situation, liquidity as an integral element has become the main priority for finance controlling of corporations, which tries to utilize the maximum of their own resources.

Keywords: finance, liquidity, cash flow, liquidity controlling, liquidity factors, liquidity indicators

BIASES IN R&D AND CONTROLLING CONCEPTIONS

Michael GOBERT

Abstract: During the Product Creation, innumerable decisions are inevitable. Often, these decisions are biased. These biases are tracked back to either the inappropriate use of heuristics or to a lack of at least one determinant of behaviour. The Controlling has to avoid the biasing of these decisions. Thereby possible biases in the Main Activities during the Product Creation Process are examined. This article reflects the long-term experiences of the author as R&D Controller in an automotive manufacturing company.

Keywords: Biases, Product Creation Process, Research & Development, Controlling.

THE IMPACT OF SOCIAL LEGISLATION ON THE ECONOMY OF THE ENTERPRISE

Miloš POLIAK

Abstract The subject of this paper is about lifting of the ban the cabotage for the Slovak drivers in freight road transport in the states of the EU and make an impact on the companie's economy. In the first part, the paper is doing analysis of doing cabotage in member states of the EU. In the second part, the paper is doing analysis of the social rules for drivers in domestic freight road transport and then, the paper is doing analysis of differences in social rules for drivers between member states of EU. In the third part the paper is calculated the costs for road transport company, when drivers make cabotage in member states of EU.

Keywords: economy, cabotage, social legislative, work time, driver

TRENDS IN BUSINESS ORGANIZATION

Olga PONIŠCIAKOVÁ

Abstract: An organizational structure is a set of structural units (elements) of organization and relationships, links between them, whose task is to ensure the processes of organization as a relatively permanent arrangement. The subject of this paper is about company organisational structures, the present state of the organization and its necessary development in the future. The article deals with actual types of organisation structures and is about new ways how to change its forms in current management conditions, too.

Keywords: organisation, organisational structure, trend , types of organisational structure, decentralisation and centralisation management, flexibility and stability of organisation structure

INFRASTRUCTURE AS AN ELEMENT OF THE ECONOMY

Felix Fedorovich РYBAKOV (феликс федорович РYБАКОВ)

Abstract: The article analyzes the evolution of the concept of infrastructure, special attention is paid to the modern trends of its development. Infrastructure of the post-industrial society is characterized by principally new systems - transport corridors, multimodal transport hubs, It describes the typology of infrastructure and the impact of globalization on its state and development. Modernization of the economy requires improvement of infrastructure, which is also conditioned by the need for effective cooperation between the EU and RF.

Keywords: *Infrastructure, globalization, mezo-economic systems, intermodal transport, clusters.*

USE OF STRATEGIC MANAGEMENT METHODS IN CONTACT CENTERS

Juraj VACULÍK, Michal MONOŠI

Abstract: This article deals with a model of complex contact centre working on the idea to keep the customers satisfied. Contact centers currently play a very important role. Managers of companies must act very proactively to maintain satisfied customers. Only those businesses that will focus on deepening customer relationships will be successful. Among others it is also concerned with the methods of strategic Balanced Scorecard and benchmarking which help to increase the performance and improve the processes. That's why they are in position of optimal methods for the implementation in contact centres.

Keywords: benchmarking, strategy management, BSC analysis of communication

DEFINING BASIC ISSUES OF COMPLEX COST ANALYSIS

Viera BARTOŠOVÁ, Anna JACKOVÁ

Abstract: The article is a contribution to the basic problems in the cost analysis of an enterprise in general, but also in conditions of the Slovak Republic and its relevant legislation. It presents cost and cost analysis with regard to the information basis of financial accounting and managerial accounting in view of their content, key principles, differences and users' orientation.

Keywords: cost, cost analysis, financial accounting, managerial accounting, decision making