

EXPERIMENTAL VERIFICATION OF CORRESPONDENCE BETWEEN ADVERSE SELECTION MODELS AND REALITY

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Abstract: Modern microeconomics describes the behavior of market participants in economics with asymmetric information, indeterminacy and risk. A lot of theoretical models devoted to adverse selection, moral hazard, opportunistic behavior etc. have appeared for the last 30-40 years. At the same time we still face an acute problem of experimental verification of results and conclusions obtained by classic models' theoretical analysis. It was found out that not all the results received from those models had been confirmed during laboratory experiments.

Keywords: the revelation principle and mechanism design, experimental economics, constant absolute risk aversion, insurance markets, adverse selection, binary lottery, expected utility

ECONOMIC EVALUATION OF INVESTMENTS IN E-LEARNING

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Abstract: This paper addresses the topic of e-learning and the possibility of an economic evaluation of investments in education. E-learning can act as a dynamic element by increasing access to education in society as a whole by avoiding traditional obstacles related to space, time and pace of education and learning systems, and giving access to education to people who otherwise would not be able to participate in education. The paper briefly describes the components of e-learning and methods of assessing investments. Cost effectiveness analysis, as contrasted to Return on Investment (ROI) analysis, is described in more detail.

Keywords: e-learning, ICT, content of e-learning, economic evaluation of elearning, cost effectiveness analysis

CODE-SHARE COOPERATION AND ITS CHARACTER

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Abstract: Code-share cooperation allows the presence and establish the airline company on the air transport market, where it would have normally failed to establish. Allows ticket sales through a marketing partner, which is on the market already known and guaranties us better chance to succeed in the marketplace. The contracts relating to code-share cooperation are typically implemented by rules set by the organization dealing with the IATA interlining, pricing and billing between companies, even though they are often substituted by specific bilateral agreements (either contained within the code-share agreement or separately), make basic agreement for the cooperation of airlines for ticketing or mutual accounts.

Keywords: code-share agreements, code-share cooperation, typology, airline, air carrier, code

THE IMPORTANCE OF MANAGING HUMAN RESOURCES IN AN ENTERPRISE

Anna JACKOVÁ

Abstract: This contribution focused to human resources which form equivalent components of material and financial resources of the firm. Qualitative human resources are factors impacting activities and achievements each of firms. A man is an element of all human resources. He reforms himself to skilled manpower. His qualitative employment is assigned by factors covered by the society and the firm.

Keywords: human resource, working with people, personal management, human potential, employment quality

ECONOMIC CRISIS AND MARKETING

Jozef MATÚŠ

Abstract: In the study the author briefly characterises the causes of financial and economic crisis. The basic cause was the lack of capital, which was compensated by credits. As a final consequence, the main issue has become consumption and not finances. In order to solve this issue, it is necessary to create not virtual, but real effective demand. Fundamental question, which the author seeks to answer, is the impact of the crisis on marketing. In this connection, he points out that firms should consider marketing costs as investments, which in the period of crisis have a longer period of severity, but they are extremely necessary and efficient in the time after the increase of effective demand. New approaches to the market segmentation in the time of crisis have been investigated into detail, as well as purchasing behaviour and there are also changes in the structure of marketing communication tools – strengthening of PR and sales promotion, decrease of the importance of advertising, sponsorship and philanthropy. From the viewpoint of the workforce stabilisation during the decrease of sale, the author stresses the importance of personnel marketing and in-plant internal communication.

Keywords: crisis, consumption, effective demand, marketing, marketing communication, market segmentation, new trends in marketing, new trends in advertising, socially responsible marketing, personnel marketing, in-plant communication, market position of firm

COMMUNICATION COMPETENCES OF SPECIALISTS IN FURTHER EDUCATION IN THE CZECH REPUBLIC

Janusz MIKA

Abstract: The article briefly introduces the issue of the communication competencies of andragogues in the Czech Republic as values that make the effectiveness and success of pedagogical work a value. Analyzes the functions and methods of communication. It points to the necessity of changes in the understanding and organization of pedagogical communication in andragogics.

Keywords: *Education, educational competencies, changes in pedagogical communication.*

REENGINEERING OF THE PUBLIC TRANSPORT SECURITY SYSTEM (THE CASE OF “THE SYSTEM TECHNOLOGIES” COMPANY)

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Abstract: This article is devoted to the problem of new economy and reengineering and their specific features in Russia. The following article provides readers with the example of the Russian company that works in the sector of the new economy. The described company conducts research and implements different information technologies, particularly, supporting the public transport security system. The article is devoted to the analysis of the implementation process of this technology and defines how this implementation is accompanied by the reengineering process.

Keywords: New Economy, reengineering, explorent, public transport security system, group of high risk

**LAW ENFORCEMENT IN THE SLOVAK REPUBLIC IN
CONNECTION WITH THE INTRODUCTION OF
INDISCRIMINATE DOMESTIC FACTORING WITH AN
EMPHASIS ON OBTAINING THE REQUIRED LIQUIDITY**

Nikoleta PUCHÁ

Abstract: The aim of this article is to show weak law enforcement in the Slovak Republic and to present an alternative of financing firms – factoring. Suppliers are often exposed to the insolvency risk from the debtors at present. In the Slovak Republic was average length of court proceedings in trade relations in examined years 17.8 months. It is a very long period for the creditors to enforce by law their receivables. Factoring helps the firm to solve the problem of its liquidity and eliminates the risk of payment insolvency for the debtor.

Keywords: factoring, law enforcement, business environment, debtor, factoring company

INSTITUTIONAL SUPPORT FOR PUBLIC-PRIVATE PARTNERSHIPS AS A DETERMINANT OF THEIR DEVELOPMENT

Anna TOMOVÁ

Abstract: The paper is devoted to the problems of dedicated public-private partnerships units which are organized with partial or full support of government. Funding, organization and activities of dedicated public-private partnerships units are explained. The paper informs about the state of the art in OECD countries which implemented dedicated public-private partnership units. Within the paper strategic portfolio of alternatives for creation of dedicated public-private partnerships unit is supposed.

Keywords: public-private partnerships, institutional structure, governmental support, OECD

CURRENT STATE AND PROSPECTS OF MILITARY- TECHNICAL COOPERATION WITH FOREIGN COUNTRIES RUSSIA

Irina TULYAKOVA

Abstract: The article examines the current state of military-technical cooperation (MTC) of Russia and foreign countries. MTC – a manifestation of foreign policy aimed at ensuring national security in various regions. The main direction of the MTS – a purchase and sale of military products. Over the years, a 40-year Cold War the USSR was the world's largest producer and exporter of weapons. Position as the largest exporter of weapons in the 90 years were partly lost due to a general crisis in the Russian economy and lack of support for defense industries by the state. During the past 10 years, MTC Russia with foreign countries has steadily intensified. But there remain a lot of problems, directly related to the development and manufacture of weapons, as well as the promotion of Russian weapons in the world markets. The fact of growing over the past years the state defense order and re-adopted program of the national army are very promising for a solution of the problems.

Keywords: military-technical cooperation, arms exports, defense-industrial complex, military equipment, weapons and military equipment, the state defense order

IMPLEMENTATION OF RFID SYSTEMS IN SCM ENVIRONMENT

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Abstract: The paper deals with the application of RFID technology in logistics with special focus on Supply chain management. Briefly describes the logistics chain and next indicates the benefits of using Six Sigma method in the application design and use of 3P model for defining the desired state model. The solution is an experimental verification of the selected configurations and presentation of the results.

Keywords: RFID, logistics, logistic chain, SCM, Six sigma

WE CANNOT UNFOLD THE FUTURE, WE CAN ONLY CREATE IT ACTIVELY

Josef VODÁK

Abstract: This article discusses issues related to people's demands in companies and people's demands for companies that are expressed by the ideas of participatory management. Focus is on trends in working with human capital that we can expect in the coming years. It is about crystallizing people's demands and work from companies, as well as the needs and ideas of how people want to work. A very important question is whether and how to reconcile employees' demands for autonomy, creativity and high motivation with companies' demands for achieving the desired results. The starting point for these considerations is their own experience as well as the observation of changes in some progressive companies at home and abroad.

Keywords: Participatory management, human capital, freedom, creativity, motivation, leadership.