CONTENTS

SURVEY AND RESEARCH STUDIES

INNOVATIONS AND QUALITY, INNOVATIONS AND MARKETING Vojtech FERENCZ – Jaroslav DUGAS – Dagmar PRIVIDI – Anna KRIŠTANOVÁ	4		
		BUSINESS INTELLIGENCE AND BUSINESS PERFORMANCE	19
		MANAGEMENT AS SYSTEMS SUPPORTING CONTROLLING IN THE ENTERPRISE	
Janusz NESTERAK – Bernard ZIĘBICKI			
THE APPLICATION OF NEURAL NETWORKS IN CORPORATE	32		
GOVERNANCE Tomáš KLIEŠTIK – Miloš BIRTUS			
Tomus KLILSTIK - Willos DIKT OS			
INOVATIONS OF FINANCIAL DISTRESS PREDICTION MODELS	41		
Michal KRAVEC			
THE POLISH INSURANCE MARKET IN THE YEARS 2004 - 2011	56		
Ryszard PUKALA	30		
THE DEVELOPMENT OF THE CZECH INSURANCE MARKET IN THE LAST PERIOD IN THE CONTEXT OF THE GLOBAL	82		
INSURANCE MARKETS			
Eva DUCHÁČKOVÁ			
TOURISTIC ATTRACTIVENESS OF CENTRAL EUROPE	91		
IN THE BASE OF THE HUNGARIAN CASE			
Tibor KOVÁCS – Gábor PAPANEK – Zsuzsanna PAPANEK			
FOR SOLUTION TO EVERY PROBLEM IS AT THE EDGE OF	103		
THE TONGUE Kristína URBANČÍKOVÁ			
IN ISHIM CIDITIVITA			