

CONTENTS

SURVEY AND RESEARCH STUDIES

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| USING THE DATA ENVELOPMENT ANALYSIS IN EVALUATING THE TECHNICAL EFFICIENCY IN HOSPITALS: GENERAL AND NEW APPROACHES | 5 |
| <i>Roman LACKO – Zuzana HAJDUOVÁ</i> | |
| TOOLS FOR EMPIRICAL ANALYSIS OF MARKET STRUCTURE: EVIDENCE FROM SLOVAK FOOD INDUSTRY | 13 |
| <i>Aneta BOBENIČ HINTOŠOVÁ - Lucia HLIBOKÁ - Zuzana KUBÍKOVÁ</i> | |
| CONSUMER ETHNOCENTRISM VS CONSUMER XENOCENTRISM - AN ATTEMPT TO IDENTIFY THE ANATOMY OF THE PHENOMENON | 27 |
| <i>Andrzej SZROMNIK</i> | |
| PREDICTION OF INDUSTRIAL PRODUCTION IN SELECTED CEE COUNTRIES | 48 |
| <i>Ladislav PANČÍK</i> | |
| CAN CONFIDENCE OF GERMANY HELP TO PREDICT THE CONFIDENCE OF V4 COUNTRIES? | 55 |
| <i>Veronika ILLÉŠOVÁ</i> | |
| COMPARISON OF TAX AND RELATED CONDITIONS FOR DOING BUSINESS IN V4 COUNTRIES | 61 |
| <i>Michaela BRUOTHOVÁ – Jana SIMONIDESOVÁ - Daniela JANIČOVÁ</i> | |
| POTENTIAL OF INDUSTRIAL PARKS IN EASTERN SLOVAKIA – KOSICE REGION PART I. (GELNICA, JAKLOVCE, KOJŠOV, ŠVEDLÁR, SNV PODSKALA, ROŽŇAVA) | 76 |
| <i>Sergej STRAJŇÁK - Albína KOSTKOVÁ</i> | |

**REASONS AND DESIGN OF METHODOLOGY FOR EFFICIENT
MANAGEMENT OF ORGANIZATIONAL CHANGES IN THE
MINING COMPANY**

86

Zuzana JURKASOVÁ - Igor ŠIMKO

**EXTERNAL ENVIRONMENT AS IMPORTANT DETERMINANT
OF BUSINESS STRATEGY**

97

Erika DUDÁŠ PAJERSKÁ