CONTENTS

SURVEY AND RESEARCH STUDIES

STRATEGIC MAPPING PROCESS OF INDUSTRIAL COMPANIES	5
Jaroslava KÁDÁROVÁ – Renáta TURISOVÁ	
INTERNATIONAL COOPERATION: IMPACT OF CULTURAL DIVERSITY ON BRAND STRENGTH IN THE HOTEL INDUSTRY	14
A. DANISZEWSKI - A. TERNES - I. TOWERS	
EVALUATION OF THE EFFICIENCY OF ELEARNING FROM THE PILOT SURVEY AND THE POSSIBILITIES TO INCREASE ITS EFFECTIVITY	25
Eva LITAVCOVÁ - Martin ROVŇÁK - Ján SEMAN - Tadeáš LITAVEC	
FACTORS AFFECTING BUSINESS PERFORMANCE Stela BESLEROVÁ	32
THE POSSIBLE SOLUTIONS OF THE LONG-TERM UNEMPLOYMENT IN THE SELECTED DISTRICS OF THE SLOVAK REPUBLIC Zuzana NIŽNÍKOVÁ – Denisa BILOHUŠČINOVÁ	38
BARRIERS TO E-MARKETING DEVELOPMENT IN POLISH HOTEL INDUSTRY Sebastian KOPERA - Ewa WSZENDYBYŁ-SKULSKA	47
USE A TEST INDEX BEERMAN CREDIBILITY IN INDUSTRIAL ENTERPRISES IN SLOVAKIA Daniela DIHENEŠČÍKOVÁ - Adela SLIVKOVÁ	60
THE COMPARISON OF THE SLOVAKIAN AND UKRAINIAN CONSUMERS' ETHNOCENTRIC ATTITUDES - THE RESULTS OF THE DIRECT SURVEYS Andrzej SZROMNIK - Elżbieta WOLANIN-JAROSZ	67
INNOVATION AND ITS POTENTIALS Martin MIZLA	82

BALANCE SHEET STRUCTURE AS DETERMINANT OF COMPANY EARNINGS Michal TKÁČ - Róbert VERNER						
WORKING COMPANY N Albina KOSTK	MANAGEMI	ENT		ТО	FINANCIAL	105