

Content

Marketing and Trade

Factors and Determinants of the European Marketing	7
Viera Čihovská	
Logistics Performance	12
Jozef Gajdoš	
Key factors of mystery e-mail customer service	17
Liliana Hawrysz, Roman Kozel, Šárka Vilamová	
Blueprinting - used in car showrooms (Research Polish-Czech)	23
Katarzyna Hys, Roman Kozel, Šárka Vilamová	
SWOT analysis as a standardized application in industrial companies	28
Kateřina Chuchrová, Šárka Vilamová, Roman Kozel	
The importance of logistics costs in enterprises	34
Mariusz Iskra	
New trends in marketing communications of enterprises	39
Natália Jergová	
Relationship small business and private brands	43
Michal Pružinský, Anna Hrnčiarová Turčiaková	
Airport Customer Buying Behavior	51
Stanislav Szabo, Iveta Vajdová, Jozef Žák	

Management and Social Sciences

The use of marketing audit as a tool for efficiency	59
Dana Hrušovská, Martin Matušovič	
Social Innovation in Business	63
Dana Hrušovská, Martin Matušovič	
The minimum wage and its impact on youth unemployment	71
Mariana Ivaničková, Martina Sabolová	
Searching for predictors of ethical decision-making by using a pedagogic and research platform Gepard	76
Radim Kučera, Pavel Žiaran, Vít Janiš	
Research and development activity in Poland and its place in knowledge management	80
Paweł Marzec, Grzegorz Krawczyk	
Intellectual Capital in Business	88
Martin Matušovič	
Economic impact of the energy transition	95
Jana Naščáková, Lucia Bednárová, Monika Tomčíková	
Failure Mode and Effect Analysis method in Integrated Risk Management	101
Lenka Štofová, Petra Szaryszová	
Development of Social Innovations in SMEs: Case of Moravian-Silesian Region	107
Jarmila Šebestová, Šárka Čemerková, Zuzana Palová	

Corporate Financial Management

Efficiency of university hospitals in Slovak Republic	114
Stela Beslerová, Petra Tobaková, Juraj Tobák	
The impact of changes in household income on the quality of life in V4 countries	121
Jana Dzuričková, Vanda Lieskovská	
Affiliation of enterprises funded by venture capital to industry branch in compliance with their technological or knowledge demandingness in conditions of the Slovak Republic	126
Magdaléna Freňáková	
Using of financial control tools in business practice	130
Janka Grofčíková	
Prediction methods – tool of financial management?	137
Petra Gundová	

The current risks of obligatory value conversion from restructuring proceedings on bankruptcy proceedings	143
Olga Kmeťová	
The importance of financial reporting in small and medium-sized enterprises	152
Eva Manová, Zuzana Nižníková	
Business crisis and ratio indicators.....	157
Iveta Sedláková	
Harmonization of corporate tax income in the Slovak Republic with EU countries in the context of tax cooperation and coordination	162
Jana Simonidesová, Adela Feranecová	