Contents

Jaroslav Adamkovič Offered IT solutions in CRM for small businesses in Slovakia	1
Kristína Baculáková Clustering Creative Industries in Europe	11
Dáša Bebiaková, Matúš Žatko Causes of the Ukrainian conflict and its foreign trade consequences in the European Union, Ukraine and Slovak Republic	19
Katarína Benkovičová Impact of ICT on the economy of the country	30
Eva Bikárová The Role of Alumni Relations in Higher Education Marketing Strategies	39
Bianka Bittmannová Trends of the intra-union trade in comparison to world trade	49
Radomír Boháč The Prospects for Diversification of Slovak Export to Asia	58
Denys Braga Effective government policy for successful innovations	68
Mária Braunová, Lucia Jantošová The Importance of Monitoring and Recording of Costs Incurred for Patient Care	76
Lucia Budinská The role of CFOs in sustainability business	87
Milena Bugárová Social Quality and Working Poverty	95
Jan Daler In-depth Analysis of Czech Systems of Sickness and Health Insurance	103
Ivana Dancáková The perception of the international migration in selected Western European countries before 2011	114
Michaela Dorocáková China on the way from one bubble to the next boom	124
Jana Drutarovská Economic bubbles' occurrence in selected markets	131
Nadiya Dubrovina Transport Road Accidents and Safety Issues in the Central and Eastern Europe: Recommendations for Public Funds Allocation	138
Marianna Dudášová Lessons learned from the Greek debt crisis – is Europe prepared for a fiscal union?	147
Lucia Ďuranová, Lucia Vanková Applying the Corporate IQ principles focus on the Slovak startups	158

Ratarina Fedorkova Restructuring of a company in the Slovak and the Czech condition	166
Veronika Ferčíková Performance of Local Government in the new environment	174
Sabina Fuller Intercultural differences in destination marketing	185
Katarína Gajdošíková Changes in management	197
Kristína Gardoňová Implications of World War I For the History of International Economy in the 20th Century	204
Tetiana Gorokhova Corporate social responsibility: the key issues of implementation in Ukraine	212
Martin Grančay The efficiency of answer switching in multiple choice tests in international economics	219
Vladimír Gvozdják Bond Portfolio Management Strategies	230
Taťána Hajdíková, Lucie Váchová Analysis of models predicting financial distress in hospitals	240
Lukáš Hanzlíček Merchandising as part of assortment policy in retail	250
Dorota Harakal'ová Relation between the Antarctic Treaty System and the United Nations Convention on Law of the Sea (UNCLOS)	258
Ján Havier The Royalty rates as the key parameter of the Valuation of the Intellectual Property to the Transfer of Intellectual Property	265
Vladyslav Havshynskyy Turkey and the war with Islamic State: geopolitical and economic aspects	275
Milena Helmová The Communication Aspect of Business Negotiations in the Intercultural Context	283
Natália Hlavová Military Spending and Natural Resources in Sub-Saharan Africa	292
Ján Horvát Impact of volatility and volume on the Index S&P500	299
Jaroslav Hudcovský Occupational Pension Funds in Selected Countries	304
Martin Hudec Multilevel marketing bubble as the modern day phenomenon of fast enrichment	313

Kristína Hudoková Financing Models for Lifelong Learning of the Adult Population	321
Katarína Hunyady, Denisa Domaracká Comparison of the Phrase "True and Fair View of the Facts" in the National and Multinational Legislation of Accounting	320
Martin Chorvatovič The development of the European Stability Mechanism and impacts of its changes until now	332
Brigitta Chovan Why Employer Branding is Important	342
Eva Ivanová Women in Diplomacy and Economic Diplomacy of the Slovak Republic	350
Hana Jakubíková View of the abolition of budgetary organizations and subsidized organizations, community organizations such as the founder	356
Peter Jamnický The clusters as an organizational form of support of entrepreneurship	367
Jozef Jankech Fiscal Multipliers	377
Barbora Janubová The Conditional Cash Transfer Programmes as a social policy instrument of Latin American countries in the fight against the income inequality	386
Juraj Jaška Energetic potential of biowaste	39 4
Katarína Kadvanová The future of nuclear energy in Japan	404
Ivana Kapráliková Investigating Specific Language Structures in the Documents of the European Union	412
Martin Kello Basic indicators development in furniture production sector in selected countries	423
Daniela Kerbčárová The comparison of differences between variables influencing the level of wages in the various types of firms in terms of ownership	431
Patrik Klimko The contribution of sport industry to GDP and employment in the European Union and USA	44)
Roman Klimko Where will new sustainable jobs come from? The case of green jobs	449
Jana Kočkovičová Analysis of the Significant Changes in the Tax System of the Slovak Republic	455
Daniel Komadel, Jana Mihalechová, Michal Páleš Risk Management According to ORSA Requirements of Solvency II	462

Enikő Korcsmáros, Monika Šimonová Small and Medium-sized Enterprises in Nitra Region	470
Dubravka Kovačević Agenda-shaping prior to the 2016-2017 Council Presidency Troïka: the Mediterranean and the Visegrad Group	482
Jana Kováčová Actual Issues of Financial Resources of the International Monetary Fund	49 4
Jakub Krako Specifics of sport marketing	50 3
Lukáš Harvánek, Michaela Královičová China's Strengthening Role in International Organizations	510
Zuzana Krkošková Desecuritization versus De-ethnicization of Political Spaces Regarding Minority Issues	520
Zuzana Kubíková The impact of foreign ownership on innovation expenditures	527
Mykhaylo Kunychka, Leonid Raneta Financing of Ukrainian Diplomatic Service	537
Tomáš Kupka Current status of nuclear energy and its position in the energy security of the Slovak Republic	543
Patrik Kupkovič The interaction of Monetary and Fiscal policy in Monetary union	551
Lukáš Majer Reputational Risk Quantification and Stress Testing	560
Peter Majcher Countercyclical perspective of bank loan loss provisioning and asset valuation reforms	567
Patrik Marcinech, Ali Assad Impact of the implementation of Solvency II on the competitive environment in selected countries of the European Union	d 576
Anna Marhefková Efficient use of human capital management in organizations	584
Peter Marinič Competitiveness of the food producing enterprises	590
Alžbeta Martišková Approaches of systems to solving quality of life of seniors	596
Ráchel Matušková Key financing possibilities for startups in Slovakia	604
Lucia Mieresová Optimal placing of objects in reverse logistic followed by circular task planning	613
Matúš Mihalovič Financial ratios as a tool for financial distress detection	621

Michaela Mináriková Modeling of Stock Returns with Analysis of Seasonality and Trading Volume Effects	630
Andrej Mišovič, Ondrej Dúžik, Michal Pleva Big data and analytics	639
Martina Muchová Basel Committee 2015 Corporate Governance Principles for Banks	645
Zuzana Nižníková, Adela Feranecová, Martina Sabolová, Slavomíra Stašková Enterprise Valuation by Using EVA method in Slovakia	654
Adriana Pápaiová Preconditions of Effective Communication at Workplace	661
Yuliya Petrenko Fiscal Decentralization in Ukraine as Important Part of Reforms of Public Administration and Public Finance	667
Kristína Petríková Economic Policy Based on Quantitative Methods	675
Hana Petríková, Dušan Steinhauser The determinants of national competitiveness in the ongoing recession in the case of the Republic of Serbia	681
Michal Pleva Factors of growth slowdowns & convergence of Slovakia	692
Iveta Posoldová Modern approaches to appraisal of work performance	700
Ján Prílepok The Options of the Location for the new Shopping Centres in Bratislava	707
Klaudia Pyteľová, Nina Galanská Selected Aspects of the Armed Conflicts	716
Patrik Richnák Use modern technology in management of stocks	727
Vanda Rogovská, Miroslava Čukanová Chocolate as a functional food	735
Gabriela Sančiová Comparison of economic and environmental aspects of tailing ponds of slag and ash mixture	748
Iveta Sedláková Prediction – one of the ways to avert crisis	755
Nikola Šeptaková Geopolitics and Geo-economics in the Case of Ukraine	763
Ivana Setnická Corporate social responsibility towards stakeholders – applied on a selected corporation	771
Adam Síbert Data availability for real estate market research in Slovakia	780

Roman Sip Workflow of the Management in Printing Production in Condition of Print On-demand	787
Alžbeta Šiškovičová Liberalization and Regulation of the Electricity Sector in Slovakia	795
Bernadeta Siváková Validity of CAPM and market beta	802
Robert Šlosár Neuromarketing, where marketing and neuroscience meet or what it is all about	812
Gabriela Sopková, Tatiana Hlušková, Marek Štubniak The BRICS in the 21st century	818
Paulína Srovnalíková The impact of tax license on small and medium enterprises	824
Stepanova Ekaterina Vladimirovna Translation studies: didactic training model of intercultural communication experts in higher education institutions of Russia	831
Juraj Šupák The effectiveness of sponsorship of sports club	839
Nikola Švejdová Localization factors and its influence on business value	847
Gábor Szüdi Transformation process of the Slovak elderly care services	855
Stela Beslerová, Juraj Tobák, Petra Tobáková The development level of insurance in selected CEE countries: causes and barriers's	862
Ján Toma Determinants of International Labour Migration: theory and practice	872
Michaela Tomčiková Presence of negative income tax forms in personal income taxation of the OECD countries	881
Daniela Trnovcová Quality of professional and private life during the productive age of employees	888
Peter Valačai Population ageing and its implications on health-care system	898
Jana Viskupičová Leadership Competency Models	907
Kristína Vrtíková Development of the tax system in the Slovak Republic after 1993 and prospects for tax harmonization as a member of the European Union	918
Petr Zadražil Relationship between wage differences and education level in Slovakia	930

Branislav Zagoršek, Daniela Trnovcová, Katarína Gajdošíková Long Working Hours: The Most Important Results of the Scientific Project	938
Miroslava Záhumenská Selected Aspects of Cash Pooling	950
Lukáš Zendulka Managing relationships with stakeholders in the company	957