

REGULATED ACCESS TO TRANSPORT INFRASTRUCTURE AS ONE OF THE POSSIBLE TOOLS TO PROMOTE SUSTAINABLE FREIGHT TRANSPORT

Anna DOLINAYOVÁ, Eva NEDELIÁKOVÁ, Martin KENDRA

Abstract: Regulated competition is an essential means of transport efficiency and sustainable mobility. Regulated prices for access to transport infrastructure belong to state interventions, those aim should be promotion environmentally acceptable modes. The paper describes the comparison price of access to transport infrastructure in two key modes of transport in the Slovak Republic – road and rail transport and the concept of harmonized prices for the use of transport infrastructure.

Keywords: sustainable mobility, payments, electronic toll, transport infrastructure, all-society costs, regulated competition

INTERNAL COMMUNICATION AND THE ASSUMPTIONS OF ITS OPERATION IN THE ENTERPRISE

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Abstract: The article deals with an internal communication and factors, which influence its overall function in the company. There is a definition of the internal communication and other factors with the influence on the company's quality and position on the basis of Slovak and foreign authors in this article. The next improvement and creating internal communication is contingent on the respecting of those factors, what can positively influence the satisfaction of company's customers, improve working processes and help in keeping a mutual respect among employees as well.

Keywords: internal communication, corporate culture, organizational structure, management responsibility

OPINION OF THE EMPLOYER IN THE EVALUATION OF THEIR WORKERS

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Abstract: Employee assessment must be an integral part of each business management system. It measures performance in achieving business plans and goals, provides information about human potential in the company and information about its lack, can be used as a means of clarifying strategic business goals and standards of labor productivity. This article discusses the results of research focusing on employee evaluation rules, criteria, and time interval for assessing staff performance.

Keywords: Staff assessment, employee evaluation methods, career, work potential, work performance management, staff assessment rules, human resources.

CONCEPTUAL BASIS OF COMPETITIVE ABILITY DEPENDING ON THE LEVEL OF INVESTIGATION

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Abstract: The aim of presented article is to specify theoretical conceptual basis of competitive ability in term of research level (economy, sector, business). Theoretical determination of conceptual basis and analysis of competitive ability on the national, sector and business level in term of international context have significance by catching-up processes in the world economy.

Keywords: competitive ability, diamond of competitive advantage, national level of competitiveness, sector level of competitiveness, business level of competitiveness

THE ROLE OF THE WORKFORCE IN IMPLEMENTING CRM IN THE ENTERPRISE

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Abstract: Customer relationship management is a comprehensive business and marketing strategy that integrates technology, process, and people. The human dimension of CRM is the most difficult component given the sensitivity of users to change. Whether the business processes are run successfully or not is decided by daily job of company workers. This article deals with four critical factors of success of manager's work with focus on workers, their work in implementation of CRM, how to successfully manage changes in company and CRM innovations and their projection into company strategy.

Keywords: CRM, customer, people, process, change

RFID INTEGRATION IN LOGISTICS

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Abstract: Article is about application of RFID technology in Supply Chain Management which is responsible for optimizing the flows within its operational stages including raw materials, manufacturing, distribution, and transportation in order to minimize the total cost of the supply chain. SCM is a unification of series of integrated business planning concepts that can be joined together by the advances in information technology. It also describes economy – one of interesting think by review of return on investments and economical aspects by application of new technology into existing processes.

Keywords: RFID, logistics, logistic chain, economics of RFID, SCM, data flow

APPLICATION OF BENCHMARKING IN NETWORK INDUSTRIES

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Abstract: Presentation of benchmarking as a tool for the development of performance, quality and economic efficiency of network branches. Defining the application of benchmarking in the transport enterprises. The proposal of methodology for benchmarking, in terms applicable in conditions of provision of the transport services in Slovakia, as well as a set of benchmarking indicators, enabling the implementation of a comparative study. Recommendations for the creation of a system of benchmarking in the field of public transport services and for its application in other network branches.

Keywords: benchmarking, quality, network branches, transport services

AVIATION LAW AND ECONOMIC STRATEGIES

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Abstract: This paper is about air law and economic policy and the future trends in these fields. There are specified principles and sources of this branch of law in context of civil aviation. It compares sources of international air law, European air law and the Slovak national air law that complies with the harmonization and unification of the European legislation. Usually policies changes law, but law does not change policies. In this field it is a different situation, because aviation law can change economic policy in the civil aviation. The situation, where we can find civil aviation law in cooperation with economic policy is the economic regulation of airports.

Keywords: air law, sources of law, civil aviation, economic policy and regulation of airports

ARE TAX RAKES A TOOL FOR TAX OPTIMIZATION?

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Abstract: This paper presents tax heaven as an instrument of tax optimization. In praxis are used offshore financial center through the firms decreasing their tax burden. Tax optimization consists in minimization of tax burden and searching the legal instrument of tax law how to obtain minimal taxes.

Keywords: tax evasions, tax heaven, tax optimization, tax planning