

## **THE SELECTED PERFORMANCE CHARACTERISTICS OF REGIONAL AIRPORTS**

**Michal CERVINKA, Tomáš TYKVA**

**Abstract:** This article builds on previous author research and several studies. It shows previous research and presents the results of empirical research that compares results with originally formulated relationships. Data obtained from diagnostic missions at airports in Brno, Bratislava, Karlovy Vary and Ostrava were linked to selected indicators in European and global aviation that were derived from secondary sources. Subsequently, interviews with airport operating experts were conducted. In addition, data on checked-in passengers was gathered over the reporting period. The authors also conducted a horizontal analysis of employee development (internal and external).

**Keywords:** Air traffic, performance indicators, regional airports, regional economy, socio-economic impact

## **ENERGY POVERTY - A NEW SOCIO-ECONOMIC PROBLEM**

**Katarína JANOŠKOVÁ, Pavol KRÁL**

**Abstract:** This paper is focused on the definition of energy poverty as a new socio-economic problem of current society. The article defines the basic terminology related to energy poverty. There is the difference between energy poverty and material poverty defined. It is focused on the ambiguity of measuring energy poverty, its causes and possible solutions to this problem based on a reasonable income, fair pricing of energy and energy efficiency.

**Keywords:** energy poverty, fuel poverty, material poverty, vulnerable customer, reasonable income, energy efficiency

## **MANAGEMENT APPROACH TO COST CONTROL THROUGH COST CONTROLLING**

**Katarína TEPLICKÁ**

**Abstract:** Cost management is an integral part of management system in the firm. We can manage all the processes, activities, operations through costs and expenses that affect the profit of the firm. In this article we dealt with the possibility to control costs by using cost controlling. Cost controlling monitors all expenses of business not only sidelong of financial reporting, but it regards all accesses to the control costs in business. Expenses are the key factor of business success and it is needed to plan, control, evaluate and make decisions in the framework of cost controlling.

**Keywords:** costs, controlling, control, efficiency

## **MANAGEMENT OF GENDER INTEGRATED ORGANIZATION**

**Viera ŠUKALOVÁ**

**Abstract:** The issue of gender equality and gender policy, despite the current trends of globalization and emancipation, is still up to date. Equal treatment of men and women (gender equality) is a fundamental challenge for every modern society and one of the basic principles of democracy. The issue of equal opportunities for women and men is one of the priority areas of many international organizations and institutions. Gender management is part of the management of the company, which can be considered as an important aspect and dimension of "management diversity" even as a relatively separate discipline, which significantly enriches the areas of personal and strategic management of the company. The designation of an organization as a gender-based one shows that corporate culture and enterprise processes are based on the recognition and promotion of equality between women and men, which is undoubtedly a progressive and desirable trend.

**Keywords:** Management, gender equality, discrimination, enterprise, rule

## **COMPARISON OF SELECTED PRODUCTS OF PERSONAL RAIL TRANSPORT TO SLOVAKIA AND THE CZECH REPUBLIC**

**Martina GOGOLOVÁ, Marián GOGOLA**

**Abstract:** The products and services offered by the firms are the most important factor influencing on consumer (customer) behaviour. This paper is focused on the product comparison of leading companies providing services in rail passenger transport in the Czech Republic and Slovak Republic: České dráhy, a.s. and Železníčná spoločnosť Slovensko, a.s. For both there are evaluated the products which have been analysed from the point of view of potential impacts on the customer. The results have proved that České dráhy, a.s. – in comparison with Železníčná spoločnosť Slovensko, a.s. – provides more additional services in customer care and it is more competitive with individual car usage.

**Keywords:** product, services, quality, customer, rail passenger transport, public transport

## **E-MAIL SERVICES AND THE AVAILABILITY OF E-FINANCE SERVICES IN SELECTED EUROPEAN COUNTRIES**

**Iveta KREMENOVÁ, Bystrík NEMCEK**

**Abstract:** The article is dedicated to postal product and services development and service level analysis in the finance area e-Finance. In the theoretical background there is characterized digitalization and electronisation related to the postal services and importance of information and communication technology, currently a very important area for the development of postal market, which must respond flexibly to trends and changes. In the article there is defined classification of postal electronic services and analysis of development of these services in the selected regions by UPU. E-Finance area is one of the four basic elements of postal electronic services. The theoretical part of this article involves the characterization of the services incorporated in this area. In the next chapter there is realized comparisons of e-Finance service level in selected European countries and the results of the analysis related to the implementation of e-Finance services in selected countries are presented.

**Keywords:** e-Finance, e-Mail services, the postal operator, e-Billing, e-Transfer, e-Payment

## **FACILITY MANAGEMENT AS AN EFFECTIVE MANAGEMENT STRATEGY**

**Jan VYKOPAL**

**Abstract:** Facility management as the most effective approach in the implementation of production activities, management, administration and services. Approach using modern IT technology based on user-known software products and standards. Specific management and normative activities in the field of facility management. Technology based in the United States in the 20th century by the International Facility Management Association (IFMA). Possibilities of applications on a global scale – the company ARCHIBUS, Inc.

**Keywords:** facility management, sustainable development, International Facility Management Association (IFMA), the policy of facility management companies, insourcing, EU standard "Facility Management", facility manager, managerial competence, IT support, software products CAFM (Computer Aided FM), TIFM (Total Infrastructure FM), IWSM (Integrated Work Space Management), industrial standards, ARCHIBUS, inc.

## **ASSESSMENT OF EMPLOYEES IN MODERN BUSINESS MANAGEMENT**

**Viera ŠUKALOVÁ, Olga PONIŠCIAKOVÁ**

**Abstract:** Evaluation of employees is an important factor affecting the development of the company, its market position, competitiveness, but has a significant impact on the workers themselves and on increase of their performance. Businesses are beginning to realize the importance of investing in people as a means of achieving targets; Employees in the enterprise have a huge, virtually endless potential. The paper analyzes basic attributes of a process associated with the evaluation of employees.

**Keywords:** employees, staff evaluation, system evaluation, purpose, content

## **APPLICATION OF KEY CLIENT MANAGEMENT IN SLOVAKIA**

**Eva POLIACIKOVÁ**

**Abstract:** Key Account Management represents the individual, special admission to the key customers. The application of this conception is very challenge. It exacts a lot of changes in the firms. They can mean for the firms the benefits, but they can be also very riskful. This article presents the results of field research, which was realized in the year 2010. Its purpose was to identify the changes in the firms by the application of this conception in the firms in the Slovak Republic.

**Keywords:** Key Account Management, key customers, changes, benefits, risks

## **ENVIRONMENTAL ASPECTS OF SOCIALLY RESPONSIBLE MARKETING**

**Zdenka MUSOVÁ**

**Abstract:** Nowadays we can speak about the new era of the marketing. Whereas in the past the main goal of the companies was to gain income regardless the circumstances, in these days decision-making of marketers is influenced by the conditions and needs of society. In marketing activities are more and more valued ethic, environmental and other aspects. The aim of scientific paper is to define the nature of environmental marketing, as a part of socially responsible marketing, to explore its application with an emphasis on particular tools of marketing mix in current global economic environment and to indicate evaluation of the environmental efforts of companies by consumers.

**Keywords:** corporate social responsibility, environment, environmental marketing

## **THE IMPORTANCE OF STRATEGIC BUSINESS MANAGEMENT DURING THE CRISIS**

**Peter ZUZCÁK, Katarína ŠTOFKOVÁ**

**Abstract:** At present on the market can sustain only companies that have a clear vision and strategic objectives. These companies concentrate on the implementation of strategic objectives, which is a matter of the organization's employees, too. Strategic management tools enable enterprises also in terms of economic instability, analyse the current and future situation and determine the direction of future development. Strategic planning is one part of strategic management. Innovation is at the perfect space, because its outputs affect the future of the company and the customer perspective, as well as owners.

**Keywords:** crisis, strategic management, innovation