

AGROPOLISES DEVELOPMENT AS A FACTOR OF INCREASING AGROINDUSTRIAL CORPORATION ENTERPRISES COMPETITIVENESS

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Abstract: The article discusses the premise of creating AGROPOLIS to improve agricultural enterprises competitiveness in Dnepropetrovsk region. The given work examines the major trends and strategies of Dnepropetrovsk region agriculture development using the model of AGROPOLIS.

Keywords: competitiveness, agropolis, cluster, agribusiness, logistics approach

ANALYSIS OF THE BUSINESS ACTIVITIES OF SELECTED BUSINESS FACILITIES FROM THE POINT OF VIEW OF CONSUMER POLICY

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Abstract: Consumers make purchases even in the times of economic recession. They buy products at different prices and usually there is a number of reasons for their decision about that purchase. They refuse to buy at higher prices, while not perceive higher qualitative advantage. If they prefer a particular trademark, they are willing to wait for the reduced prices of these products. What counts is not only the consumer and their changes in the shopping behaviour, but it also is necessary to monitor the development of business enterprises. Companies in the market should consider that the situation will never be as good as before, before the recession, and they also must accept changes in consumer behaviour, if they want to succeed in the market. The subject of this article is to highlight the changes in consumer behaviour and then analyse the changes in the activities of selected Slovak enterprises.

Keywords: business, point of sale, consumer, consumer behaviour, recession

PLANNING OF PORT OPERATIONS AND TRANSHIPMENT ACTIVITIES

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Abstract: Port is the place dedicated to changing the transport modes in the field of transportation of goods and services at once and activities, which provide this exchange. It is the place where the supplier keep in touch with customer, forwarder and logistics operator. Efficient port operations significantly reduce the total shipping cost. Otherwise, in the logistics process could occur some obstacles like storage costs and inventory costs. The main purpose of the operational planning and transshipment operations in the port is to achieve an appropriate level of the efficiency of the port capacity at the adequate level of the costs, price and services.

Keywords: port, transport hub, transshipment, port services, port capacity, storage

ECONOMIC CORE REGION: ESSENCE, THE CRITERIA FOR THE FORMATION AND ELEMENTAL COMPOSITION

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Abstract: Determined by the nature of the economic core of territorial-production system, identifies criteria for selecting elements in the economic core, and gives a description of the elemental composition and structure of the nucleus of the regional economy.

Keywords: region, economic core, elemental composition, nature and criteria for the formation of the nucleus

COMMERCIALIZATION OF RESEARCH AND DEVELOPMENT RESULTS AS PART OF THE BUSINESS ACTIVITIES OF A PUBLIC COLLEGE

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Abstract: The entrepreneurial activities of a university are, except the state subsidies, an important source of its income and thus it has a significant impact on the operation of the university, as well as its further development. The success in entrepreneurial initiative of a university is directly dependent on its staff and students performance and their involvement in this area. This paper describes the basic attributes of the university research and development commercialization and provides an overview of the possibilities of commercial application of the research and development results for staff and students.

Keywords: commercialization, research, technology transfer, university

ANALYSIS OF THE TAX-DEDUCTIBLE BURDEN OF SELECTED ENTITIES IN THE SLOVAK REPUBLIC

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Abstract: This article focuses primarily on the analysis and comparison of tax and fund assessment of chosen subjects in the Slovak Republic. The effects of tax/fund assessment were reviewed through the application of OECD member countries tax model. Tax/fund assessment of an employee and self-employed person was realised at several levels of incomes because of better comparison and transparency.

Keywords: fund assessment, tax assessment, gross wage, net wage, gross income, net income, non-taxable part of an income, labour price, tax cline

ANALYSIS OF THE FREIGHT TRANSPORT IN THE SLOVAK REPUBLIC

Martin JURKOVIČ, Jarmila SOSEDOVÁ, Tomáš KALINA

Abstract: The development of the particular transport modes in the Slovak Republic is fully reflected the needs of the national and international market. It also depends of the infrastructure, government and the national and EU policy. Location and purposes of the key industries in Slovakia (Volkswagen, Samsung, PSA Peugeot Citroen, KIA motors etc.) have a major influence in the selection process of the appropriate transportation mode. The main objective of the European Union in the transport policy is to promote and support alternative – environmental friendly transport modes in context of sustainable development and mobility.

Keywords: freight transport, performance, output, intermodality, development

REGRESSION MODEL AS A LIABILITY MANAGEMENT TOOL

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Abstract: In recent years a number of empirical studies have been focused on the capital structure and its optimization and have been mainly applied to a group of enterprises or to the industry. Empirical work in this area has lagged behind the theoretical research, and for this reason, we used statistical models for the data of a specific enterprise, in which we identified the key determinants of the capital structure. Using the econometric model, the relation between the determinants and capital structure expressed by total debt was determined. We expand the basic econometric model using the autocorrelation function and exponential smoothing by Holt - Winter.

Keywords: total debt ratio, estimated value of the endogenous variable, autocorrelation function of total debt variable, determinants of the capital structure

THE SUPPLY OF SECONDARY KNOWLEDGE AS A TASK OF THE CONTROLLER IN THE PRODUCT CREATION

Michael GOBERT

Abstract: Many decisions in the product creation must be made under uncertainty. Missing information or restricted cognitive processing abilities induce the application of mental strategies of simplification and processing. Instead of reflective decisions, intuitive decision making occurs. The supply of secondary information by controllers is an approach to enable reflective decisions of managers and sidestep cognitive limitations and the negative effects of the corresponding potential cognitive illusions.

Keywords: knowledge, cognition, controlling, product creation, decision making