

CONTENT

PREFICE	7
SOCIAL MODELS OF FINANCIAL COMPENSATION FOR A NON-QUALITY OF CHOSEN POSTAL SERVICE	
Veronika Achimská, Katarína Kramárová	9
IMPACTS OF EDUCATION ON ECONOMIC GROWTH	
Jiří Alina, Pavlína Hálová	20
LOCAL GOVERNMENT – BETWEEN LAW AND ECONOMICS	
Arkadiusz Babczuk, Marian Kachniarzb, Zbigniew Piepiorac	27
COMPARISON OF DEBT STRUCTURE OF TWO SMALL OPEN ECONOMIES	
Peter Baďo	34
EXPLORING THE NATURE OF MISSION STATEMENTS: CASE OF CZECH NONPROFIT ORGANIZATIONS	
Pavel Bachmann, Jiří Haviger.....	41
GLOBALISATION AND ITS IMPACT ON BUSINESS ACTIVITIES	
Ľubica Bajzíková, Daniela Novačková	51
DEVELOPMENT OF SLOVAK – SPANISH INVESTMENT RELATIONS	
Jana Bakytová.....	61
POSSIBLE CONCEPTS OF RISK MEASUREMENT IN INVESTMENT PORTFOLIO MADE BY THE MATHEMATICAL PROGRAMMING	
Adam Borovička	68
OUTSOURCING AND OFFSHORING UNDER NEW LEGAL REGULATION	
Jana Borská, Renata Korcová, Sylva Švejdarová	76
COMPARATIVE ANALYSIS OF ACTIVITIES OF POLISH FAMILY COMPANIES IN COMPARISON WITH EUROPEAN ONES	
Katarzyna Brożek	86
STATE AID FOR SMALL AND MEDIUM ENTERPRISES IN PERIPHERAL REGIONS	
Pavla Brůžková	93
ADMINISTRATIVE BURDEN AND ENTREPRENEURSHIP IN THE CZECH REPUBLIC	
Pavla Břečková, Karel Lacina	100
HOW DO THE BRAND, PRICE, AND QUALITY OF GOODS INFLUENCE PURCHASING DECISIONS OF SENIORS	
Čeněk Celer	108
BANKRUPTCY PREDICTION IN THE INDUSTRY BRANCH MANUFACTURE OF MACHINERY AND EQUIPMENT	
Dagmar Čámská	117
CURRENT STATE OF QR CODES USAGE IN RETAIL INDUSTRY IN THE CZECH REPUBLIC	
Lenka Čechurová.....	124
UNFAVOURABLE PRODUCTIVITY GROWTH IN THE EUROPEAN UNION - THE ROLE OF LABOUR MARKET INSTITUTIONS	
Petra Čekmeová.....	130

ENSURING OF EXCHANGE RATE – CASE STUDY	
<i>Jaroslava Dittrichová, Libuše Svobodová</i>	138
SKILLS MISMATCH DETERMINANTS AMONG THE UEP'S GRADUATES	
<i>Zuzana Dlouhá</i>	148
EFFICIENCY OF NATIONAL HEALTH SYSTEMS: DATA ENVELOPMENT ANALYSIS WITH UNOBSERVABLE MEASURES	
<i>Martin Dlouhý</i>	156
BENEFITS WITHOUT A MOTIVATION IMPACT FOR GENERATION Y	
<i>Jiří Duda</i>	163
MACROECONOMIC DEVELOPMENT AND DEMAND SHOCKS: A CASE OF NEW EMU MEMBER STATES	
<i>Júlia Ďurčová, Ľudmila Bartóková</i>	170
MAXIMIZING, SATISFICING, AND CONSUMER LOAYLTY	
<i>Michal Ďuriník</i>	177
STRATEGIC DIMENSION OF HUMAN RESOURCES MANAGEMENT IN ENTERPRISES FOR EXAMPLE SILESIAN REGION	
<i>Joanna Dzieńdziora, Małgorzata Smolarek</i>	184
COMPARISONS OF COORDINATION MECHANISMS IN SUPPLY CHAINS	
<i>Petr Fiala, Renata Majovská</i>	192
PUBLIC SUPPORT IN THE FOOD INDUSTRY IN POLAND	
<i>Krzysztof Firlej, Klaudyna Ciura</i>	200
USING DEA FOR EVALUATION OF DEVELOPMENT OF THE DISTRICTS IN THE CZECH REPUBLIC	
<i>Ludvík Friebel, Jana Friebelová</i>	211
THE ECONOMIC SITUATION OF AGRICULTURAL HOLDINGS IN THE EUROPEAN UNION AFTER 2004	
<i>Aleksander Grzelak</i>	219
DEVELOPMENT OF SOCIAL SERVICES IN THE CZECH REPUBLIC AND THEIR REGIONAL ANALYSIS	
<i>Renáta Halášková</i>	226
THE DISPARITIES IN THE ESTABLISHMENT OF NEW SME-TYPE STATISTICAL UNITS IN THE CZECH REPUBLIC IN 2008 - 2014	
<i>Eva Hamplová, Jaroslav Kovárník</i>	235
COACHING IN EDUCATION	
<i>Martina Hedvičáková</i>	243
BURNOUT: THE REAL THREAT NOT ONLY FOR TOP MANAGERS	
<i>Irena Honková, Zdeněk Brodský, Jana Fukasová</i>	252
REGIONAL DISPARITIES IN TERMS OF GDP CREATION: CASE STUDY IN THE VISEGRAD COUNTRIES	
<i>Daniela Hricová, Marek Andrejkovič</i>	260
INVENTORY CONTROL IN ONLINE STORE - THE PROBLEM OF "SHELF WARMERS"	
<i>Grzegorz Chodak</i>	272
DIVERSIFICATION OF THE MORTGAGE HOLDERS LOANS BORROWED IN SWISS FRANCS USING LATENT CLASS MODELS	
<i>Marcin Idzik</i>	279

A REVIEW OF SOFTWARE FOR DATA ENVELOPMENT ANALYSIS MODELS Josef Jablonský	286
ECONOMIC IMPACT OF EVENTS IN DESTINATION Petr Janeček.....	293
COST MANAGEMENT IN SMEs AS A TOOL OF COMPANY PERFORMANCE INCREASING Jana Kajanová	300
NON PRODUCTIVE INVESTMENTS IN FORESTS - AN EVALUATION OF RURAL DEVELOPMENT PROGRAMME 2007 - 2013 IN REGIONS Markéta Kalábová	311
EDUCATION IN INTERNAL COMMUNICATION AND KNOWLEDGE IMPLEMENTATION IN CORPORATE PRACTICE Bohdana Kašparová, Zuzana Boučková, Petra Marešová, Kamil Kuča	318
FAMILY BUSINESS – A REVIEW STUDY Blanka Klímová, Josef Toman	326
LEGISLATION FOR TRAINING IN PUBLIC ADMINISTRATION IN THE CZECH REPUBLIC Renata Korcová, Sylvie Kobzev Kotásková	334
MEASURING EMPLOYEE SATISFACTION AT PROJEKT MARKET COMPANY Enikő Korcsmáros, Erika Seres Huszárik , Monika Šimonová	343
THE INFLUENCE OF HUMAN CAPITAL ON THE DEVELOPMENT OF REGIONS Zuzanna Korońska, Marek Krzywonos.....	349
COMPARISON OF BUSINESS SUPPORT BY THE EUROPEAN STRUCTURAL AND INVESTMENT FUNDS IN THE CZECH REPUBLIC IN THE PROGRAMMING PERIODS 2007 – 2013 AND 2014 – 2020 Jana Koštállová	356
IMPACT OF CHANGES IN SICKNESS INSURANCE FOR EMPLOYMENT IN THE DISTRICTS OF THE MORAVIAN-SILESIAN REGION Ivana Koštuříková	365
SUCCESS RATE OF MARKET SPECULATIONS BASED ON DETECTION OF HEAD AND SHOULDERS BOTTOM CHART PATTERN Pavla Kotátková Stránská, Jana Heckenbergerová, Martin Navrátil.....	372
DU PONT ANALYSIS OF SELECTED AUTOMOBILE COMPANIES Jana Kotěšovcová, Gabriela Dlasková, Markéta Ghiuri.....	379
POSTGRADUATE MERIT-BASED PENSION SYSTEM EXTENSION AND MACROECONOMIC FACTORS OF REGIONAL DEVELOPMENT Jana Kotěšovcová, Jan Mertl, Radim Valenčík	391
FACTORS AFFECTING INDIVIDUAL AND BUSINESS PERFORMANCE Marcela Kovalčová	400
THE COMPARISON OF RESULTS OF DIFFERENT BANKRUPTCY MODELS FOR SELECTED COMPANIES Jaroslav Kovárník, Eva Hamplová.....	407
CHANGES IN THE LEVEL OF INNOVATION IN THE ENTERPRISES IN LOWER SILESIA Anna Kowalska	416

THE IMPORTANCE OF HUMAN AND INTELLECTUAL CAPITAL: EDUCATION AND HUMAN RESOURCES TRAINING IN AGRITOURISM IN WIELKOPOLSKA REGION	
Magdalena Kozera-Kowalska, Jarosław Uglis.....	426
INFORMATIVE VALUE OF Q-TEST IN CONDITIONS OF CZECH REPUBLIC	
Michał Kuběnka	434
THE NEWEST CZECH MODELS FOR PREDICTION OF FINANCIAL CORPORATE BANKRUPT	
Michał Kuběnka	442
EAST-WEST GRADIENT OF REGIONAL DIFFERENTIATION IN POLAND	
Jan Kubeš, Martin Kebza, Aleš Nováček	450