

CONTENTS

PREFACE	5
----------------------	---

1. PART – THEORETICAL STUDIES

CHAPTER 1

REFLECTIONS OF STRATEGIC THINKING AND MANAGEMENT OF CLASSICS

BOHUSLAVA MIHALČOVÁ	7
---------------------------	---

CHAPTER 2

RECENT TRENDS IN HUMAN RESOURCE MANAGEMENT

CECÍLIA OLEXOVÁ	29
-----------------------	----

CHAPTER 3

LOGISTICS MANAGEMENT AND DISTRIBUTION

MICHAL PRUŽINSKÝ	49
------------------------	----

CHAPTER 4

INFORMATION MANAGEMENT

JAROSLAV DUGAS, VOJTECH FERENCZ, ALEXANDER TARČA AND MARTIN BOSÁK ...	73
---	----

CHAPTER 5

APPROACHES TO PROCESS MANAGEMENT AND INTEGRATION OF MANAGEMENT SYSTEMS

MARTIN MIZLA	95
--------------------	----

CHAPTER 6

QUALITY MANAGEMENT AND IMPROVEMENT OF PROCESSES EFFECTIVENESS

ROMAN LACKO AND ZUZANA HAJDUOVÁ	117
---------------------------------------	-----

CHAPTER 7

PRICE INSTRUMENTS UTILIZATION IN MARKETING STRATEGIES

ANDRZEJ SZROMNIK	143
------------------------	-----

2. PART – STUDIES OF APPLIED RESEARCH

CHAPTER 8

ABOUT CORPORATE SOCIAL RESPONSIBILITY IN SMALL AND MEDIUM ENTERPRISES IN SLOVAKIA

MÁRIA JANOŠKOVÁ AND ADRIANA CSIKÓSOVÁ 165

CHAPTER 9

ROLE OF PERSONNEL IN CONTINUOUS IMPROVEMENTS OF RUSSIAN COMPANIES PRODUCTION SYSTEMS

MARINA KHARULLINA AND OLGA KISLITSYNA 185

CHAPTER 10

MODEL OF COMPETITIVENESS MEASUREMENT IN THE CONTEXT OF THE STRATEGY EUROPE 2020

LENKA ŠTOFOVÁ, PETRA SZARYSZOVÁ AND BOHUSLAVA MIHALČOVÁ 209

CHAPTER 11

OCCURRENCE OF THE PHENOMENON OF STRESS AMONG TEACHERS IN POLAND

MONIKA OSTROWSKA, ZOFIA MAZUR AND SŁAWOMIR M. MAZUR 233

CHAPTER 12

PRIORITIZATION OF THE BUSINESS PROCESSES BY MEASURING THEIR EFFICIENCY IN SLOVAK INDUSTRY

LENKA ŠTOFOVÁ AND PETRA SZARYSZOVÁ 253

CHAPTER 13

PROCESS CONTROL IN WASTE MANAGEMENT IN SLOVAKIA

MARTIN BOSÁK, ALEXANDER TARČA, VOJTECH FERENCZ AND JAROSLAV DUGAS .. 275

CHAPTER 14

DEVELOPMENT TENDENCIES IN THE COMPETITIVENESS IN EUROPEAN UNION

MÁRIA HAMBÁLKOVÁ, ANDREA KUBELAKOVÁ AND ADAM VAKOŠ 297