

CONTENT

ADVERTISING ON FOOD CHOICE: A STUDY OF BANK WORKERS IN GHANA	12
Daniel Edem Adzovie, Eunice Eshun, Philip Arthur Gborsong	12
LEADER'S ENVY AND KNOWLEDGE HIDING IN UNIVERSITIES IN PAKISTAN....	22
Moazzam Ali, Muhammad Usman, Nhat Tan Pham	22
USING KANO METHOD TO MEASURE EMPLOYEE SATISFACTION.....	35
Shavkat Alimov	35
SUPPLIER-RELATIONSHIP MANAGEMENT, COMPETITIVE ADVANTAGE AND FIRM PERFORMANCE IN THE SERVICE INDUSTRY: A CONCEPTUAL STUDY	40
Christina Appiah-Nimo, Daniel Ofori, Michael Adu Kwarteng, Miloslava Chovancová... 40	40
THE INTEGRATED REPORTING “STAKEHOLDER RELATIONSHIPS” PRINCIPLE IN THE EUROPEAN FINANCIAL SECTOR	50
Bianca Raluca Bădițoiu	50
CONTRACTUAL ARRANGEMENTS AND UNFAIR TRADING PRACTICES: EVIDENCE FROM DAIRY FARM SECTOR IN SLOVAKIA.....	61
Katarína Baráthová, Lucia Vargová, Martin Jamrich	61
MARKET-BASED PERFORMANCE MEASURES: A SHAREHOLDER'S PERSPECTIVE	76
Abu Bawa.....	76
LOW-COST REAL-TIME MEASURING AND ANALYSIS SYSTEM FOR INDUSTRIAL ENVIRONMENTS	84
Primož Bencak, Dušan Fister, Tone Lerher	84
MICROFINANCE AND THE MILLENNIUM DEVELOPMENT GOALS	94
Marta Paula Bendelová, Artan Qineti, Martina Zaujecová	94
THE EFFECT OF MFI PERFORMANCE INDICATORS ON POVERTY	107
Marta Paula Bendelová, Artan Qineti, Martina Zaujecová.....	107
DEFINING FINANCIAL RISK: A REVIEW OF APPROACHES.....	119
Lucie Brabcová	119
ECO LABELS, CRADLE TO CRADLE CERTIFICATE AND THEIR CONNECTION TO THE SUPPLY CHAIN.....	129
Kristijan Brglez, Žiga Korent, Matevž Obrecht	129
PACKAGE-FREE FOOD SALES AS A NEW TREND IN SLOVAK REPUBLIC COMPANIES.....	138
Rebecca Brodňanová, Marek Plachý	138
CONVERGENCE OF EMPLOYMENT AND UNEMPLOYMENT RATES OF TERTIARY EDUCATED IN NUTS 3 REGIONS OF THE CZECH AND SLOVAK REPUBLIC	147
Patrik Bulko, Katarína Škrovánková, Júlia Kostrová	147
LONG-TERM IMPACT OF BREXIT ON AUSTRIAN ECONOMY – SINGLE COUNTRY CGE MODEL.....	155
Lukáš Burian	155
ELECTRIC CARS FOR SMARTER CITIES: REGRESSION MODEL	161
Arunas Burinskas	161

REVIEW OF METHODS FOR CIRCULAR SUPPLY CHAIN ANALYSIS: THE APPLICATION FOR OPTIMISATION STUDIES	169
Aurelija Burinskiene	169
DETERMINANTS OF FINANCIAL CAPABILITY: EVIDENCE FROM A TRANSITION COUNTRY.....	181
Gentjan Çera, Bekim Poleshi, Khurram Ajaz Khan, Arjan Shumeli, Oksana Kojku	181
PRODUCTION OF CO2 EMISSIONS FROM MARITIME CONTAINER SHIPPING IN COMPARISON WITH ROAD CONTAINER TRANSPORT	195
Iris Čeh	195
WHICH FACTORS INFLUENCE CONSUMER ETHNOCENTRISM? THE CASE OF SLOVAKIA	208
Marián Čvirik	208
STRUCTURAL EVALUATION OF ATTITUDES TOWARDS RURAL TOURISM: A PROPOSED STUDY	217
Sandeep Kumar Dey, Zuzana Tučková.....	217
INFLUENCE OF CONSTRUCTION OF LOGISTICS CENTRE ON TRANSPORT IN VIENNA.....	229
Radek Dvořáček, Kateřina Víchová.....	229
POSSIBILITIES OF USING GEOGRAPHIC INFORMATION SYSTEMS IN TRANSPORT	237
Martin Džermanský.....	237
EVALUATION OF DEVELOPMENT OF SUPPLY OF THE SELECTED RESIDENTAL SOCIAL SERVICES FOR ELDERLY.....	246
Izabela Ertingerová	246
THE FACTORS INFLUENCING SENSORY MARKETING IN NON-FOOD RETAIL... 257	
Michael Fafílek	257
ANALYSIS OF SELECTED FACTORS INFLUENCING THE SAFETY OF OVERSIZE TRANSPORT.....	266
Teresa Gajewska, Anna Grabarz	266
CHARACTERIZATION OF PEDESTRIAN AND MIXED STREETS AND ITS INFLUENCE IN FREIGHT ACTIVITIES.....	274
Juan Carlos Gómez, María Victoria de la Fuente, Lorenzo Ros.....	274
POTENTIAL OF IMPLEMENTING SMART GLASSES IN A BRICK AND MORTAR SHOP ENVIRONMENT	287
Tadej Gračner, Luka Herman, Brigita Gajšek.....	287
SUPPORT OF INNOVATIONS IN MAIN DEVELOPMENT STRATEGIES OF REGIONAL CAPITALS IN THE CZECH REPUBLIC	297
Martin Habuda, Ladislav Kudláček, Aleš Gregar	297
LEGAL BASES FOR THE GDPR IMPLEMENTATION IN MARKETING	309
Lenka Hanáková.....	309
ASSESSING THE DISSIMILARITIES OF GAME MECHANICS ON ALBANIAN WORKING-CLASS CONSUMERS	322
Fortesa Haziri, Fortune Nwaiwu, Miloslava Chovancová	322
IMPORTANCE OF INTERNAL CONTROLLING IN FRAUD DETECTION IN CZECH ENTITIES	332

Jana Helová	332
REFORM OF PENSION SYSTEM AS A WAY FOR SOCIAL STABILITY	342
Raman Herasimau	342
THE THEORY OF PLANNED BEHAVIOR TOWARD ORGANIC FOOD IN VIETNAM: THE MODERATION OF ENVIRONMENTAL CONCERN	350
Hung Cuong Hoang, Miloslava Chovancová, Hoang Thi Que Huong, Abdul Bashiru Jibril	350
ASSESSING THE IMPACT OF GLOBAL DIGITAL ENVIRONMENT ON THE ONLINE REPUTATION OF SELECTED CAR BRANDS IN SLOVAK AND GLOBAL MARKET	363
Vladimír Hojdík	363
A START-UP – WHAT REALLY MATTERS AT FIRST	374
Jana Hubinová Skubeňová	374
EXPLORING THE ROLE OF DESTINATION IMAGE TO ECOTOURISM INTENTION	385
Vo Viet Hung, Zuzana Tuckova, Hung Cuong Hoang	385
INTRODUCTORY ANALYSIS OF POSSIBILITY TO UTILIZE POTENTIAL OF LEAN AND AGILE MANUFACTURING METHODS IN CONDITIONS OF INDUSTRY 4.0..	399
Mikuláš Hurta, Darja Noskievičová.....	399
THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER BEHAVIOUR	410
Romina Cheraghalizadeh	410
BRAND MANAGEMENT ANALYSIS: AN EMPIRICAL STUDY IN HIGHER-QUALITY CZECH RAILWAY TRAINS	421
Jan Chocholáč, Nina Kudláčková	421
RISK ANALYSIS IN THE LOGISTICS COMPANY FOR DISTRIBUTION OF PHARMACEUTICALS	430
Lucie Chromcová	430
CUSTOMER LOYALTY IN SMALL AND MEDIUM-SIZED CZECH ENTERPRISES .	436
Adéla Chromčáková.....	436
THE IMPACT OF REMUNERATION ON CEO MOTIVATION: EMPIRICAL EVIDENCE FROM THE CZECH REPUBLIC	445
Kateřina Jančíková	445
ADAPTIVE NEURO-FUZZY INFERENCE SYSTEM (ANFIS) FOR FORECASTING: THE CASE OF THE CZECH STOCK MARKET	457
Zuzana Janková	457
SUSTAINABLE TOURISM: ANTECEDENT DIMENSIONS AND FUTURE AGENDA	466
Mohsin Javed, Zuzana Tučková.....	466
‘SHOULD I PURCHASE OR NOT’? A LITERATURE REVIEW OF COUNTRY-OF- ORIGIN EFFECT ON THE USE OF DOMESTIC BRAND.....	478
Abdul Bashiru Jibril, Michael Adu Kwarteng, Miloslava Chovancová, Richard Denanyoh, Victor Kwarteng Owusu, Hoang Hung Cuong	478
CONSULTING AN IMPORTANT SUPPORT FOR PEOPLE WITH DISABILITIES AS ENTREPRENEURS.....	489
Bernard Joseph-Auguste	489

OPENING PANDORA'S BOX: NEUROMARKETING AND BRAND IMAGE	500
Dinko Jukić	500
THE INTERNATIONAL TRANSMISSION OF THE EUROPEAN CENTRAL BANK MONETARY POLICY: EVIDENCE FROM THE CZECH REPUBLIC	513
Lukáš Jursa	513
COMPLEXITY AND PREFERENCES IN THE SERVICE FACILITY OFFER IN THE SLOVAK BUSINESS ENVIRONMENT	530
Paula Kamodyová, Marek Potkány	530
EVALUATION OF BUSINESS CULTURE IN THE SELECTED COMPANY	540
Radka Kataniková, Pavol Grman, Petronela Švikruhová	540
MEASUREMENT OF CREATIVE INDUSTRY ENTITIES' PERFORMANCE IN SLOVAKIA	551
Mária Kmety Barteková, Monika Raková	551
THE ROLE OF TRADE MARKETING FUNCTION IN MARKETING-SALES INTERFACE	558
Daniela Kolouchová	558
COMPARISON EFFICIENT PRICE OF COMPENSATION OF SUBURBAN BUS TRANSPORT IN SELECTED REGIONS	566
Natálie Konečná	566
LEX ONDAVKA AS INSUFFICIENT SOLUTION OF THE PROBLEM OF DISINTEGRATION PROCESS OF MUNICIPALITIES AFTER 1989 IN SLOVAKIA....	575
Gabriel Kopúnek	575
SPECIFICS OF NEUROMARKETING AND ITS APPLICATION ON FRAGILE TARGERT GROUP CHILDREN	586
Denisa Kraľovičová	586
PUBLIC HOSPITAL PERFORMANCE MANAGEMENT: A QUESTIONNAIRE DESIGN	594
Josef Krupička	594
REASONS AND PROPOSAL OF APPLICATION OF MANAGEMENT METHODS IN PROCESSES OF QUALITY ASSURANCE AT HIGHER EDUCATION INSTITUTIONS IN The SLOVAK REPUBLIC	605
Adriana Krupová	605
CORPORATE SOCIAL RESPONSIBILITY (CSR) REFLECTED IN ADVERTISEMENT ACTIVITES	621
Martin Kuchta, Monika Stankova, Maria Hasprova	621
THE ROLE OF SOCIAL MEDIA USAGE IN THE EFFECTIVENESS OF MANAGERS FROM FOOD COMPANIES.....	635
Silvia Lenčesová, Mária Šajbidorová, Zuzana Lušňáková, Boris Rumanko	635
MEASUREMENT OF ECONOMIC VALUE OF BEE POLLINATION THROUGH BIOECONOMIC APPROACH IN CONDITIONS OF SLOVAK AND CZECH REPUBLIC	644
Michal Levický	644
BEYOND THE SCALES: CONCEPTUAL DISCUSSION OF STRUCTURAL EMPOWERMENT BASED ON IN-DEPTH INTERVIEWS.....	654
Ivana Lukeš Rybanská, Šárka Nováková	654

ANALYSIS OF THE INTERACTIONS OF SOCIAL NETWORK USERS IN CENTRAL SLOVAKIA BASED ON THE TIMING OF COMMUNICATION	668
Barbora Marišová, František Olšovský, Eva Smolková, Lukáš Vaľko.....	668
DISCRETE EVENT SIMULATION OF N-DEEP SHUTTLE BASED STORAGE SYSTEM	678
Jakob Marolt, Tone Lerher.....	678
COMPANY PERFORMANCE BASED ON HUMAN RESOURCE PRACTICES: CASE STUDY IN THE SOUTHWEST REGION OF ROMANIA	686
Mădălina Dumitrița Maticiuc	686
INNOVATIONS IN THE DISTRIBUTION OF INTELLECTUAL PROPERTY IN THE DIGITAL ERA.....	694
Martin Matušovič	694
GENERATIONAL APPROACHES AND PREFERENCES TOWARDS KNOWLEDGE SHARING: IMPLICATIONS FOR HUMAN RESOURCE PRACTICES	707
Anastasiia Mazurchenko	707
HOUSE PRICES: ANALYZING THE EFFECT OF MACROECONOMIC DETERMINANTS.....	718
Aleš Melecký, Siyu Liu.....	718
THE BENEFITS THAT CREATIVE INDUSTRIES CAN OFFER TO COUNTRIES CAUGHT IN MIDDLE INCOME TRAP	727
Peter Mičák	727
SUSTAINABLE URBAN MOBILITY PLANNING IN THE MUNICIPALITY OF TARNÓW	735
Maciej Michnej, Anna Kuczaj	735
E-BUSINESS TECHNOLOGY	745
Denisa Mikulová	745
POSSIBILITIES OF NON-REPLICABLE MEASUREMENT SYSTEMS ANALYSIS ...	756
Pavĺína Mikulová	756
SUCCESSION IN FAMILY BUSINESSES IN SLOVAKIA.....	766
Jarmila Mižičková, Michal Levický.....	766
CONCEPTUAL MODEL TO ANALYZE THE INFLUENCE OF CUSTOMER PARTICIPATION AND VALUE CO-CREATION IN SOCIAL MEDIA ON BRAND PERFORMANCE	772
Taha Nejad Falatouri Moghaddam.....	772
APPLYING THE EXPECTED CREDIT LOSS MODEL UNDER IFRS 9 ON ISLAMIC SUKUK: EMPIRICAL EVIDENCE FROM JORDAN PUBLICLY TRADED COMPANIES	778
Amer Morshed.....	778
INNOVATIVE APPROACH IN THE DUE DILIGENCE PROCESS.....	786
Christoph Müller	786
SUPPLY CHAIN MANAGEMENT TOWARD INDUSTRY 4.0: A LITERATURE REVIEW	799
Vy T. T. Nguyen, Tam T. T. Nguyen.....	799
FACTORS INFLUENCING INFLATION IN THE CZECH REPUBLIC	809
Sára Novorytová.....	809

DIGITAL TRANSFORMATION OR INFORMATION MANAGEMENT: WHAT DIRECTION ARE COMPANIES GOING IN?	820
Fortune Nwaiwu, Ladislav Buřita	820
THE CONSEQUENCES OF LEARNING ORIENTATION ON THE COMPANY PERFORMANCE	832
Daniel Darius Onetiu.....	832
TRENDS IN FINANCIAL PERFORMANCE ASSESSMENT OF TRAVEL AGENCIES	841
Erika Onuferová, Veronika Čabinová, Peter Gallo, Mária Matijová, Nikola Sikorová Jurová	841
MENTEE-MENTOR COOPERATION, MENTEE BENEFIT AND ORGANIZATIONAL PERFORMANCE: A LITERATURE REVIEW	857
Victor Kwarteng Owusu, Aleš Gregar	857
POST-CRISIS EXPANSIONARY FISCAL CONTRACTIONS.....	867
Jakub Pavelek.....	867
THE RISK MANAGEMENT IN THE SELECTED COMPANY	873
Radim Pavelek.....	873
PENSION DEBT OF THE FUTURE AND ITS DEPENDS ON RETIREMENT AGE: COMPARISON BETWEEN CZECHIA AND DENMARK	879
Jan Pokorný, Pavlína Hejduková	879
THE IMPACT OF FISCAL DECENTRALIZATION ON THE ECONOMIC GROWTH IN EUROPEAN COUNTRIES, 2001-2017	890
Tereza Powadová	890
SENSORY MARKETING IN THE DIGITAL ERA: ANALYZING THE GLOBAL MARKETING ENVIRONMENT AND CONSUMER CULTURE	898
Tomáš Rebič, Elena Horská	898
THE CURRENT TREND IN THE INDUSTRY - INDUSTRY 4.0 IN SLOVAK ENTERPRISES	904
Patrik Richnák	904
CIVIC PARTICIPATION AND MUNICIPAL ELECTIONS IN MUNICIPALITIES OF TRNAVA REGION	914
León Richvalský.....	914
CASE STUDY OF DIAGNOSTIC METHODS AND THEIR USE IN EMPLOYEE SELECTION	925
Boris Rumanko, Zuzana Lušňáková, Mária Šajbidorová, Silvia Lenčేశová.....	925
METHODOLOGY FOR APPLICATION OF NON-PARAMETRIC METHODS OF STATISTICAL PROCESS CONTROL INTO PRACTICE	934
Tereza Smajdorová, Darja Noskievičová.....	934
RE-LAYOUT OF WORKSHOP BASED ON MATERIAL AND PEOPLE FLOWS	943
Vladimír Sojka, Petr Lepšík	943
FAMILY BUSINESS OWNERS PLAN OVER THE LONG TERM: FRAMEWORK OF RESEARCH AND PRELIMINARY RESULTS COVERING THE CZECH REPUBLIC..	950
Pavla Srbová.....	950
A STRUCTURED REVIEW OF THE SIX SIGMA BELT SYSTEM	958
Roland Stankalla, Felicita Chromjaková.....	958

POTENTIALS OF KPI SYNCHRONIZATION IN THE SUPPLY CHAIN	971
Diána Strommer	971
SHARING CITIES: INFLUENCE OF TIME BANKS ON URBAN DEVELOPMENT.....	982
Dominika Šafrová, Pavlína Hejduková	982
POSSIBILITIES OF DETECTING FRAUD IN FINANCIAL STATEMENTS WITH FOCUS ON ANALYTICAL METHODS OF EVALUATING FINANCIAL STATEMENTS	992
Jaroslava Šepeľová.....	992
AGRICULTURE AND ITS POSITION WITHIN THE COUNTRY'S ECONOMY	1001
Elena Širá	1001
ENVIRONMENTAL & INDUSTRIAL EFFECTS OF PALM OIL.....	1008
Izidor Škrbot, Mark Kmetec, Timitej Zorman, Domen Keblič, Matevž Obrecht.....	1008
CHANGES IN THE REPRODUCTION BEHAVIOUR OF THE POPULATION AND THEIR IMPACT ON THE LABOUR MARKET IN THE SLOVAK REPUBLIC.....	1021
Katarína Škrovánková, Júlia Kostrová, Patrik Bulko	1021
THE IMPACT OF SUBSIDIES ON THE REGIONAL PASSENGER RAIL TRANSPORT	1033
Ondřej Špetík.....	1033
EMPLOYER BRANDING AS THE COMPETITIVE TOOL OF MANAGERS	1040
Dana Šrámková	1040
DETERMINATION OF REAL ESTATE MARKET PRICES USING ARTIFICIAL NEURAL NETWORKS	1050
Michaela Štubňová, Marta Urbaníková	1050
THE NEW INSIGHT INTO COMPLEX CUSTOMER LOYALTY MEASUREMENT ..	1059
Eva Tylečková, Jaroslav Nenadál	1059
TRAFFIC MICROSCOPIC SIMULATION IN THE TOWN KYJOV	1070
Gabriela Tylová, Kateřina Víchová	1070
HOW DOES BOARD DIVERSITY IMPACT PROFITABILITY THROUGH FINANCING DECISIONS? EVIDENCE FROM OIL AND GAS INDUSTRY	1079
Sorana Vatavu	1079
THE INFLUENCE OF INTERNET MARKETING ON CONSUMER BUYING BEHAVIOUR (GEORGIA'S EXAMPLE)	1088
Giorgi Zarnadze.....	1088
DETERMINATION OF OPTIMAL CROP PRODUCTION IN MAIZE REGION OF SLOVAK REPUBLIC, UNDER CONDITIONS OF UNCERTAINTY.....	1094
Martina Zaujecová, Jozef Repiský	1094
SMART CITY AND REGION IN THE CZECH REPUBLIC WITH A FOCUS ON THE ZLÍN REGION.....	1106
Lukáš Zlámal.....	1106
LOGISTICS MODEL FOR E-COMMERCE IN AN ONLINE COMPANY	1117
Artur Zygiert	1117