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LOGO

Autori príspevkov

prof. Ing. Jaroslav Kita, PhD., Katedra marketingu, Obchodná fakulta, Ekonomická univerzita v Bratislave, Dolnozemska cesta 1, 852 35 Bratislava (OF EU), tel.: 02/67 29 11 30, e-mail: kita@dec.euba.sk

Ing. Pavol Kita, PhD., Katedra marketingu, OF EU, tel.: 02/67 29 11 17, e-mail: pkita@euba.sk

doc. PhDr. Marta Grossmanová, CSc., Katedra anglického a nemeckého jazyka, Fakulta aplikovaných jazykov, Ekonomická univerzita v Bratislave, Dolnozemska cesta 1, 852 35 Bratislava (FAJ EU), tel.: 02/67 29 52 35, e-mail: marta.grossmanova@euba.sk

prof. Ing. Ján Rudy, PhD., Katedra manažmentu, Fakulta managementu, Univerzita Komenského v Bratislave, Odbojárov 10, 820 05 Bratislava, tel.: 02/ 50 11 75 21, e-mail: jan.rudy@fm.uniba.sk

Mgr. Jana Fratričová, Katedra manažmentu, Fakulta managementu, Univerzita Komenského v Bratislave, Odbojárov 10, 820 05 Bratislava, tel.: 02/50 11 75 08, e-mail: jana.fratricova@fm.uniba.sk

Ing. Mária Vojtková, PhD., Katedra štatistiky, Fakulta hospodárskej informatiky, Ekonomická univerzita v Bratislave, Dolnozemska cesta 1, 852 35 Bratislava (FHI EU), tel.: 02/67 29 57 30, e-mail: vojtkova@euba.sk

Ing. Richard Outrata, CSc., Ústav ekonómie a manažmentu, Ekonomická univerzita v Bratislave, Dolnozemska cesta 1, 852 35 Bratislava, tel.: 02/67 29 51 71

doc. Ing. Peter Markovič, PhD., Katedra podnikových financií, Fakulta podnikového manažmentu, Ekonomická univerzita v Bratislave, Dolnozemska cesta 1, 852 35 Bratislava (FPM EU), tel.: 02/67 29 55 12, e-mail: markovic@euba.sk

Ing. Michal Šinský, PhD., Katedra podnikových financií, FPM EU, tel.: 02/67 29 56 74, e-mail: michal.sinsky@gmail.com

Ing. Peter Šinský, Katedra manažmentu, FPM EU, tel.: 02/67 29 56 42, e-mail: sinsky@dec.euba.sk

doc. RNDr. Arnold Dávid, CSc., Katedra matematiky, FHI EU, tel.: 02/67 29 58 41, e-mail: david@dec.euba.sk

prof. RNDr. Ing. František Peller, PhD., Katedra matematiky, FHI EU, tel.: 02/67 29 58 15, e-mail: peller@dec.euba.sk

Ing. Pavlína Ivanová, PhD., Katedra ekonomickej teórie, Národohospodárska fakulta, Ekonomická univerzita v Bratislave, Dolnozemska cesta 1, 852 35 Bratislava (NHF EU), tel.: 02/67 29 15 76, e-mail: pavlina.ivanová@euba.sk

Ing. Eleonóra Matoušková, PhD., Katedra ekonomickej teórie, NHF EU, tel.: 02/67 29 15 51, e-mail: eleonora.matouskova@euba.sk

prof. Ing. Jozef Mihalik, DrSc., Mudroňová 90, 811 04 Bratislava, tel.: 02/62 80 40 21, e-mail: jozefmihalik@gmail.com

doc. Ing. Vladimír Choluj, PhD., Katedra hospodárskej politiky, NHF EU, tel.: 02/67 29 14 33, e-mail: vladimir.choluj@euba.sk

doc. RNDr. Katarína Sakálová, CSc., Katedra matematiky, FHI EU, tel.: 02/67 29 58 09, e-mail: katarina.sakalova@euba.sk

Mgr. Mgr. Elena Kašťáková, PhD., Katedra medzinárodného obchodu, OF EU, tel.: 02/67 29 11 83, e-mail: kastakova@euba.sk

prof. Ing. Rudolf Šlosár, PhD., Katedra pedagogiky, NHF EU, tel.: 02/67 29 11 45, e-mail: rudolf.slosar@euba.sk

Ing. Mária Husáková, CSc., Katedra sociálneho rozvoja a práce, NHF EU, tel.: 02/67 29 14 71, e-mail: husakova@euba.sk

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Present Approaches of Enterprises to Offer within the Customer-Supplier Relationship in the Slovak Industrial Market

Abstract: *Development of new business opportunities of enterprises assumes positive decisions concerning offer within the customer-supplier relationships, which have an important task in development of competitiveness and making a long-term profit. The paper presents the results of research which has been done in the industrial enterprises in the territory of the Slovak Republic. Its main aim is to clarify the present approaches of enterprises to offer from the aspect of its conformity with customers' expectations and to verify the formulated hypotheses related to this issue.*

Ján Rudy

Jana Fratričová

Changes in Japanese Human Resource Management System: Part I: Changes in the Post-war Era

Abstract: *Lifetime employment, seniority system, Ringi system of decision making, and company trade unions are considered the typical characteristics or features of the traditional Japanese approach to management. In reality, majority of these features are related to human resource management practice in Japan. The paper deals with changes in Japanese management practice in both the post-war era and the lost ten years' era. The post-war era includes about three decades since the 1950's till the end of 1980's. Period of the 1990's till the beginning of the 21st century is regarded the lost ten years era in Japan. It makes sense to separate these periods as large industrial Japanese companies operated in different business environments in both periods. Changes that occurred in the Japanese management practice during both periods, of course, reflected these differences. Accordingly, the paper is published in two parts. The first part deals with changes in the post-war era.*

Mária Vojtková

Evaluation of Employment in V-4 Countries' Regions

Abstract: *The aim of this paper is to provide an analysis of regional employment in the V4 countries in the NUTS 2 (Nomenclature of Territorial Units for Statistics) in the year 2008 in comparison with the year 2004. This period is chosen mainly because of*

comparisons of the most recent data (2008) and those from the period of entry of the Visegrad countries into the European Union. The secondary aim of the paper is to describe the possibility of evaluating employment from a multi-dimensional aspect, i.e. to find hidden data dimensions. The second part of the paper contains a brief methodological description of the method that makes it possible to apply a multidimensional evaluation by means of main components together with specific results of its application to employment in V-4 countries' regions. The method applied enables us not only to evaluate selected regions but also helps to quantify regional differences in levels of employment.

Richard Outrata

Competitiveness and Catching-up Process – Methodological Starting-Points

Abstract: This paper deals with the main methodological issues as framework for elaborating a more detailed national approach to measurement and appreciation of competitiveness on the national economy's level. The author identifies new global conditions for competitiveness agenda, i.e. new dimensions of competition, regional integration within the EU and arising the catching-up process in new EU member states. Competitiveness concept is defined in a broader framework, through shifting the competitiveness agenda, to the national economy level apart from the firm's level, and taking into account technological and productivity, social and environmental dimensions of competitiveness as key parts of this concept. In measuring and appreciating the catching-up process development, the author prefers the competitiveness approach as one that is more objective, compared with the macroeconomic analysis one. The delimitation of the mutual relation between competitiveness and knowledge-based economy phenomena and a useful distinction made between nominal and real convergence, as well, in the framework of the whole catching-up process are further methodological issues considered in this paper.

Peter Markovič

Michal Šinský

Peter Šinský

The Impact of Anchoring Effect on Decision-making Process – Experimental Study

Abstract: Many lab and field studies have demonstrated that in judgments under uncertainty, e.g. for estimating unknown quantities, individuals start from an initial value (the anchor) and adjust this upwards or downwards to account for the information they have available. This heuristic (simple rule of thumb) is known as anchoring and adjustment heuristic, first developed by Tversky & Kahneman (1974). Unfortunately, the use of this heuristic leads to insufficient adjustments and final estimates are systematically and predictably biased. We examined anchoring bias in two experimental settings depending upon the type of available information (relevant information or irrelevant information). Finally, we confirmed anchoring bias as quite robust bias in our experimental settings.

Discussion

Arnold Dávid

František Peller

Cobb-Douglas Product Function Elasticity

Abstract: *The aim of this article is to demonstrate a simple and easy mathematics related to some production functions. The statements relate to marginal analysis of basic economic functions, especially production functions.*

Pavĺína Ivanov

Innovation Environment in Finland

Abstract: *The main aim of the report is to show the relation between innovative policy, employment and economic growth in a small open economy that is a member of the EU. Actual employment factors and factors of economic growth have encountered their natural boundaries and a decisive generator for workplaces creation has become the innovative policy. Small economies have an extra hindered situation, as the national market is too small and the size of resources from public finances is limited. In regard to this fact, Finland is an example for the EU. Beside this, Finland is not so dependent on transnational corporations (TNC) as for example Slovakia. On a long time period basis Finland creates conditions for innovative development. The comparison of Slovakia and Finland is very interesting not only when speaking about innovations and pro-innovative climate, but also considering its impacts on development of national employment. This is directly connected with the new 2020 EU agenda. Apart from this, the social climate in Finland strongly reduces the corruption, black and grey economy, which supports the law enforcement and transparency in public finances, and this is also an important aspect of its success. It is also being proved that an appropriate creation of state budget surplus in times of expansion in a good social climate of the society is an important source of growth and employment support in times of recession. In comparison with the time period of the 90's, Finland is nowadays minimally indebted and ratio of net loans size of the state to the GDP is 0.5%. Slovakia also shows an acceptable rate of the national indebtedness value and the volume of net loans to GDP is at 20 %. A problem is the fact that Slovakia is dependent on the production of 22 TNCs that realize their production in Slovakia and so determine the development of the Slovak economy in a fundamental way. If Slovakia wants to emancipate from this dependence, it has to go the way as Finland did, the way of innovation and education support to be able to offset its handicaps, just like Finland did.*

Surveys Consultation

Eleonra Matouřkov

Consumption of Foodstuffs and Their Quality

Abstract: *The main goal of agricultural production is to secure the provision of sufficient quantity of good quality, health friendly foodstuffs to nourish the population. The paper deals with the question of the quantity and structure of consumption, consumer expenditures for foodstuffs in Slovakia and EU-15. In Slovakia the expenditures spent on the purchase of foodstuffs are double of EU-15. On the basis of the comparison of the quantity of individual categories of foodstuffs consumed with suggested quantities we conclude that eating habits of the Slovak population as well as those of EU-15 population of are not healthy.*

Opinions

Jozef Mihalik

Crisis and Failure of Neoliberal Type of Capitalism and Totalitarian Socialism as the Basis of New, Better Model of Capitalism

Abstract: *The G20 Summit held in April 2009 started a new period of history, which will be characteristic of several versions of capitalism, free market and globalisation. The US–Anglo–Saxon model of capitalism will be one of them. The 2009 G20 Summit indicated the upcoming end of the US model of capitalism, dominant in the past years and referred to as a free market state formed by globalization across the world. Capitalism in itself should not be blamed for the crisis. The main responsibility should be found with neoliberal face of capitalism. The G20 Summit proved that economic power had shifted from the current economic centres to eastern and southern parts of the world. China, Russia, India, South East Asia, and Latin America have decided to follow another path.*

Vladimír Choluj

Towards the Need for Scientific Project of Encyclopaedia of Economics

Abstract: *The present paper deals with ideas that arose from the use of the first editions of encyclopaedia of economics written by Slovak authors. The author presents his suggestions for analyzing terms and developing this way a logical arrangement of this kind of document, which would lead to a higher quality of future editions. On the basis of the analysis of form and content in several editions of Slovak encyclopaedia of economics, the author claims it would be efficient to adopt a new approach in subsequent editions – namely, apply methods used in a scientific project, extend the content, and apply a systemic approach in designing the structure of a new encyclopaedia in terms of arrangement of its basic parts, mainly explanatory sections. The author lists numerous cases when it would be suitable to work out new definitions of concepts, proposes to use cross-referencing, work out a systemic hierarchical arrangement of partial knowledge of a particular area of topics, which would avoid semantic gaps in the text, and suggests some lexicographic solutions that would contribute to the improvement of this kind of encyclopaedia as well as to a more efficient study of the knowledge base of economics.*

Reviews

Katarína Sakálová

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Mária Husáková

New Challenges for Social Policy during the Period of Global Crisis