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Slovak University of Agriculture in Nitra

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**The Agri-Food Value Chain: Challenges for Natural
Resources Management and Society**

Book of Abstracts



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Foreword

Dear colleagues and friends,

At this very moment you are opening the book of abstracts from the international scientific conference International Scientific Days 2016 organized under the theme: "The Agri-Food Value Chain: Challenges for Natural Resources Management and Society" by the Faculty of Economics and Management of the Slovak University of Agriculture in Nitra, Slovak Republic. This conference with 274 participants from 23 countries is very good starting point for presenting new ideas or critical statements, sharing information and for establishing cooperation. International Scientific Days 2016 provides a venue for policy makers, top managers, academics and researches that deal with economic and management issues related to specific issues within the agri-food chains and natural resources management.

Broad changes are taking place in food and agricultural sector worldwide. In connection to the new EU countries the accession led to the number of changes with significant impact on performance and role of this sector. The global financial crisis and the accompanying slowdown of the economy reversed to the increased commodity prices which strongly impacted the food security and poverty of net food consumers. While the farmers could benefit from the higher commodity prices, at the same time, a reduction in real term wages, decreased employment which have negatively affected the income of households in the region and increased poverty. Diversification of activities on the income generation activities in the market economy conditions is the key factor for the economic survival of farms. The important challenge is also to achieve balanced and sustainable growth of rural economies.

International Scientific Days 2016 provide the platform for dissemination of activities and outcomes of the two international project coordinating by the Faculty of Economics and Management SUA Nitra: TEMPUS project "Development of Public Accreditation of Agricultural programs in Russia (PACAgro) 2013-2016" (Project No. 543902-TEMPUS-1-2013-SK-TEMPUS-SMGR, co-funded by the Tempus Programme of the European Union) and Strategic partnership project "Food Quality and Consumer Studies (FOODCOST) 2014 - 2017" (Project No. 2014-1-SK01-KA203-000464, co-funded by the Erasmus+ Programme of the European Union within the Strategic Partnership frame).

I would like to take this opportunity to thanks all policy makers, academics, researchers, mangers and sponsors which accepted our invitation and became active member of the conference. My special thank belongs all of the people who made this conference successful and valuable experience for each and every one of us.

Elena Horská

Dean

Faculty of Economics and Management
Slovak University of Agriculture in Nitra
Slovak Republic

REGISTER

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PLENARY SESSION

**THE AGRI-FOOD VALUE CHAIN: CHALLENGES
FOR NATURAL RESOURCES MANAGEMENT
AND SOCIETY**



Matej Hudec, Head of Unit Agriculture and Fisheries, Slovak Permanent Representation to the EU



Petr Blizkovsky holds a Ph.D. in Economics and Management from the Mendel University in the Czech Republic. Since 2004, he was serving as a Director at the General Secretariat of the Council of the European Union. Firstly he was responsible for Economic and Regional Affairs and later for Agriculture.

From 2003 until 2004 he served as the EU Director at the Ministry of Foreign Affairs in the Czech Republic, where he coordinated the position of the Czech Republic towards the EU in several economic areas. In earlier years, he was an Agriculture Attaché in Belgium, as Deputy Director to, the Cabinet of the Deputy Prime Minister of the Czech Republic, a Researcher and Lecturer at the Mendel University. In 2011-2012, he was an EU Fellow at the National University of Singapore. Currently acts as guest lecturer at several universities in Belgium, France and in the Czech Republic. In

2015 he was awarded the Gusi Peace Prize for academic work on governance.



David Sedik is the FAO Senior Agricultural Policy Officer for the Europe and Central Asia region. He is the author of 5 books, as well as over 30 articles and working papers on land reform, agricultural finance, food security, agricultural policy and rural development in the transition countries of Eastern Europe and the Commonwealth of Independent States. He is the Head of the Economic Policy Team in the FAO Regional Office for Europe and Central Asia where his work includes overseeing and drafting both analytical studies as well as projects on agricultural policies in transition countries. He worked in all the countries of the Commonwealth of Independent States as well as in Georgia. Mr. Sedik formerly worked at Iowa State University and the Economic Research Service of the US Department of Agriculture. He received his Ph.D. in 1991 in

economics from the University of California, Berkeley.



Dr. John S. Russin holds the Ph.D. from University of Kentucky in the United States. He serves currently as Vice-Chancellor for Strategic Initiatives and holds the honorary title of G&H Seed Company Endowed Professor in the Louisiana State University Agricultural Center. He serves also as Director of the Sustainable Bioproducts Initiative, a consortium of university, industry, and government partners focused on developing industrial biomass and syrup feedstocks for the south-eastern United States.

Prior to this he served as Director of the Louisiana Agricultural Experiment Station, in which role he oversaw all agricultural research throughout the state. In recent years he has synergized creation of several university-wide institutes and centres that focus on teaching, research, technology transfer, and economic development.

He was selected in 2015 as a Fulbright Specialist with expertise in several administrative areas including industry partnerships, applied research, technology transfer, stakeholder outreach, fund raising, student and alumni relations, and entrepreneurship.



John Westra is a professor in the Department of Agricultural Economics and Agribusiness at Louisiana State University and the LSU AgCenter, where he has worked since 2002.

He conducts research and delivers extension (outreach) programs on agriculture and environmental policy impacts on farm management decisions. Current research is designed to increase our understanding of the linkages of coupled human and natural systems in agricultural landscapes and ecosystem services like water quality, soil quality, wildlife habitat, and greenhouse gas mitigation. He is currently involved in research projects such as the Chippewa 10% Project in west-central Minnesota (<http://landstewardshipproject.org/stewardshipfood/chippewa10>) and the STRIPS project in Iowa (<https://www.nrem.iastate.edu/research/STRIPs/>) – both

efforts to increase provision of ecosystem services in agricultural landscapes.

Extension or outreach efforts include serving as Project Director for the annual Louisiana Summary (<http://www.lsuagcenter.com/agsummary/>). He also serves as Project Director for the Louisiana MarketMaker Program (<https://la.foodmarketmaker.com/>) – a nationally award-winning initiative that gives consumers better access to fresh, local foods and farmers more opportunities for profitability through multiple marketing channels. Additionally, he teaches graduate and undergraduate classes in finance and mathematical methods in economics.

He received a Ph.D. in Agricultural and Applied Economics at the University of Minnesota (2001), an M.S. in Agricultural Economics at the University of Maine (1991), and a B.A. in Psychology at Grinnell College in Grinnell Iowa (1984) – all in the United States.



Dr. Bayu Krisnamurthi

Chief Executive Indonesia Estate Corp Fund for Palmoil (2015-present).

Former the Vice Minister for Trade of the Republic of Indonesia (2011-2014), the Vice Minister for Agriculture of the Republic of Indonesia (2009-2011) and the Deputy Coordinating Minister for Agriculture and Marine, Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2005-2009).

He got his Ph.D. on Agriculture Economics at the Bogor Agriculture University in Indonesia (1998), where he started his professional career as a lecturer and researcher.

Dr. Krisnamurthi also initiated and co-founded among others IPOCC (Indonesia Palm Oil Customer Care), ISPO

(Indonesia Sustainable Palm Oil) system certification, and PISAgro (Partnership on Indonesia Sustainable Agriculture; a private sectors movement that include about 25 companies including MNC). He was also the Program Coordinator for Indonesia National Social Security Program and a member of the Indonesia National Coordinating Team for Poverty Reduction (2008-2010); the Program Coordinator of the Indonesia Biofuel Development Program (2006-2008); and the Team Coordinator for Indonesia National Coordinating Team for Food Stabilization (2007-2010). When Indonesia faced avian-flu problems, he was appointed as the Chief Executive of the Indonesia National Committee on Avian Influenza Control and Pandemic Influenza Preparedness (2006-2010) and the Coordinator for the ASEAN Task Force on Pandemic Influenza Preparedness (2009-2010).

ECONOMIC ASPECTS OF THE EU AGRICULTURAL SECTOR: NEW CHALLENGES BOTH HOME AND AWAY

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ABSTRACT

The Common Agriculture Policy has been modified for the period 2014-2020. The main change relates to environmental protection, more market orientation, ensuring rural development and quality of food. Within the given period the agriculture sector faces new internal and external challenges and will also encounter opportunities. The paper analyses both internal and external factors ahead. Among the internal factors, it encounters issues such as market situation, especially in the dairy and sugar sectors in relation to the end of the quota regime, simplification of rules for farmers and public authorities, competitiveness, rural development, job creation, functioning of the food chain and the situation of young farmers. Among external factors the paper deals with trade agreements under negotiation, the link between agriculture and climate and global food security.

KEY WORDS

CAP, market support, regulatory simplification, greening, trade relations, climate change

JEL CLASSIFICATION

Q18, P42

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LOCAL FOOD BUSINESSES AND COMMUNITY ECONOMIC DEVELOPMENT

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ABSTRACT

To help producers, fishers or shrimpers diversify marketing channel options, learn more about what buyers need from producers in these marketing channels, Louisiana MarketMaker was launched in 2010 by faculty at Louisiana State University (LSU). MarketMaker is a national network of 20 states (USA) connecting farmers and fishers with food retailers, grocery stores, processors, and consumers. A partnership of Land Grant Universities like LSU, Departments of Agriculture, and food and agricultural organizations, MarketMaker helps build a virtual infrastructure bringing healthier, fresher, and more local food to the average consumer. To find markets for local products, internet-based search tools like MarketMaker facilitated solutions to producers developing value chains in areas where none exist. MarketMaker enhanced the competitiveness of Louisiana's producers and fishers through easier and broader identification of buyers. The Louisiana MarketMaker program provided an easily accessible point of contact for consumers seeking locally grown products. Extension and outreach efforts by LSU faculty focused on local food production when targeting potential users (consumers, restaurants, grocers). At more than 150 meetings in the first years of Louisiana MarketMaker, more than 1,650 specialty crop producers, 6,500 fishers and shrimpers in Louisiana were educated on MarketMaker benefits. Additionally, faculty made direct contact with over 250 buyers and more than 25,000 consumers. Such efforts resulted in significant use of Louisiana MarketMaker. The website received more than 100,000 visits or hits, by more than 10,000 unique users per month on average. As a result, Louisiana MarketMaker has consistently ranked as one of the most successful state MarketMaker programs in the USA. Louisiana producers used MarketMaker to establish market value chain relationships with grocers and restaurants. These relationships supported and improved local economic activities in rural communities of Louisiana; particularly when local merchants utilize locally produced foods in their establishments (restaurants and grocery stores).

KEY WORDS

MarketMaker, Louisiana, value chain, producers, local food

JEL CLASSIFICATION

Q13

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SESSION 1

FOOD SECURITY, TRADE AND AGRICULTURAL POLICY

DECISION MAKING ANALYSIS OF COTTON PRODUCERS VIA EDINBURGH SCALE

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ABSTRACT

Cotton is one of the strategic and important agricultural products for Turkey. But cotton harvested area decrease year by year in Turkey. The main purpose of the study is to determine the factors affecting on farmers decisions of cotton production. In addition, purposes of farmers, their thoughts about agricultural policies and returning to cotton producing in locations where cotton production decreased. The main material of the study is the datum obtained from face to face survey conducted with farmers all across production areas. Reliability Analysis and Edinburgh Scale were used for analysing the data. According to the results, the main objective of the manufacturer to obtain the highest profit and improve their living standards. Producer thinks they can get it with government supporting and best producing. At the end of the study, with determination of factors in decision making process for product grown by farmers, agricultural policies was thought to be applied more effectively and could be helpful to develop macro policies.

KEY WORDS

Cotton producer, farmer decisions, agricultural policies, Edinburgh Scale, Turkey

JEL CLASSIFICATION

C10, Q10

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PRIORITY DIRECTIONS OF DEVELOPMENT OF EXPORT AGRO- FOOD PRODUCTIONS OF UKRAINE

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ABSTRACT

In the article were determined main trends of development of agro-food export of Ukraine. On the base of the complex analysis of the commodity structure agro-production was discovered its disadvantages and was offered the paths of solutions. As a result of the given research of geographical structure of export agro-food production of Ukraine was found essential changes on the different segments of world market for some groups of commodity in the volume and dynamics. It was grounded the paths of development foreign trade of agro-food production and food in the context of functioning Free Trade Agreement between Ukraine and European Union. It was offered the priority directions of development of domestic export agro-food productions in the current conditions.

KEY WORDS

Foreign trade, Ukraine, agro-food production, export, import, globalization

JEL CLASSIFICATION

F16, F18, Q17, Q11

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THE STATE OF RURAL WOMEN AND THEIR ROLE AT THE ACHIEVEMENT OF FOOD SECURITY

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ABSTRACT

The submitted scientific paper deals with subject of women's role and position at the development of agricultural production and rural development in the current phase of the global economics' dimensions. The authors 'leading objective in this paper is to analyse and to evaluate the issues of rural women's entrepreneurial activities in the fields of agriculture and food processing and their relation to the improvement of the food security. The data are obtained from own research, furthermore, from the FAO and EU databases. The research activities are focus on the selected European Union's countries. The results of the paper confirm that if in global consequences the higher involvement of rural women into the agricultural and into the rural areas 'development, would be the reality, then this would lead to the better social status, to the new labour opportunities, but also to the greater opportunities in the local markets with typical local products and brands, in line with philosophy that what is produced in the local market, should be in local market consumed. Beyond of this, is confirmed that rural women play meaningful role at the sustainable management of natural resources. The important role for rural's women represent education, extension service, social and professional alliances.

KEY WORDS

Entrepreneurial activities, rural development, role, rural women, status, food security

JEL CLASSIFICATION

E240, O180

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MARKET TRENDS OF OILSEEDS PRODUCTION IN UKRAINE

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ABSTRACT

This article analyses the recent research on the production and development of the oilseeds, set production dynamics and structure of sown areas of oil relative to the area of industrial crops. Defined synchronicity yield fluctuations sunflower, soybeans and rape seed. Established correlation between the yield of certain types of oilseeds and proposed strategic priorities for future development of oilseeds market. Production of oilseeds for agricultural enterprises is one of the main sources of profitability that allows for their efficient operation. Production of oilseeds plays an important role in providing valuable food, livestock industry – nutritious food, processing industry – with raw materials. In a market economy to the economic oilseeds are the reliable source of cash income, their seeds and processed competitive and demand in the domestic and global markets. Ukraine – the world leader in the processing and production of sunflower oil, domestic oil and fat industry shows positive dynamics of production and development even during the crisis.

KEY WORDS

Oil and fat industry, Ukraine, oilseeds, production dynamics, correlation coefficient pair

JEL CLASSIFICATION

Q13

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THE PROCESS OF STRUCTURAL CHANGES IN IBERIAN PENINSULA AGRICULTURE

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ABSTRACT

Portuguese and Spanish integration with the EU was a constructive step on the road to modern, well-developed economy. Last 30 years can be described as a success in changing structure of agriculture, but primary sector is still a crucial one in mention above countries and its modernization seems to be a top priority for them. Especially in time of the current Global Financial Crisis. Poland and other member states from Central and Eastern Europe can learn much from the case of Spain and Portugal because their situation today is comparable to these countries situation 30 years ago. Similarly, Poland and it's neighbours has a huge amount of unsolved problems in primary sector and try to solve them with community structural aid.

KEY WORDS

Spain, Portugal, European Union, agriculture, unemployment rate, regions

JEL CLASSIFICATION

Q10, R11

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FOREIGN TRADE WITH AGRICULTURAL PRODUCTS IN THE SLOVAK REPUBLIC

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ABSTRACT

The article analyses trends in territorial and commodity structure of the Slovak foreign agrarian trade. The aim of this paper is to analyse development of trade and competitiveness of agricultural commodities groups. The article analyses trade in period from the year 2004 to 2014 (period after EU accession). There is possibility to use different indicators by examining competitiveness of chosen agricultural products groups. To analyse an average growth rate of export and import within individual time series was used the geometric mean. To identify comparative advantages are used: RCA index (Revealed comparative advantage index) and its modifications RCA 1, RCA 2 and Gruber-Loyd index (GLI index) and Lafay Index (LFI). The results show that the value of agricultural exports and imports was growing during the analyzed period while the growth rate of agricultural exports was below the growth rate of agricultural imports. Agricultural exports increased from Euro 1,142 billion in 2004 to more than Euro 2,749 billion in 2014 and imports rose from Euro 1,663 billion to more than Euro 3,787 billion in the same period. The Slovak Republic reached negative trade balance with agricultural products during analysed period. Slovakia is mostly trading with the countries of the EU 28 (mostly Czech Republic, Poland, Hungary and Germany). From the point of commodity structure, Slovakia is exporting mostly these agricultural product groups HS04, HS10, HS17 and HS12. On other side Slovakia is importing following groups HS02, HS04, HS22 and HS 21

KEY WORDS

Foreign trade, Slovak Republic, agricultural products, export, import, comparative advantage

JEL CLASIFICATION

Q17

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ARE AGRICULTURAL SUBSIDIES CAUSING MORE HARM THAN GOOD? EVIDENCE FROM AGRICULTURAL SECTOR OF REPUBLIC OF MACEDONIA

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ABSTRACT

Over the years in the Republic of Macedonia, agricultural subsidies are enlisted as determinant of farm incomes, farm productivity and the overall national agricultural sector evident in her national budgets, grants and aids from the European Union. However, there is yet empirical findings that evaluate the impact of agricultural subsidy on the performance of agricultural sector of the Republic of Macedonia. Therefore, this paper aimed at examining the causal relationship between agricultural subsidy and performance of agricultural sector, using time series data for the study obtained from EUROSTAT and World Bank and analysed using Granger Causality and LM tests. Our main findings are clear: governmental subsidies do not cause the agricultural development, but agricultural development causes governmental subsidies. Thus unidirectional causality has prevailed between governmental subsidies and agricultural development in the Macedonian economy. Also, regression analysis was conducted to examine the statistical association between the agricultural production and governmental subsidies in the short-run. We found that though the relationship between subsidies and agricultural development was not significant, subsidies had a negative impact on agricultural productivity. This clearly reflects the inefficiencies of government subsidization policy of the agricultural production. We recommend that the design of subsidy programmes should be driven by real needs of agricultural sector while proper monitoring of the disbursements and the use of funds should be ensured.

KEY WORDS

Subsidies, agricultural sector, casual relationship, Republic of Macedonia

JEL CLASSIFICATION

C01, C12, C32, C53, Q14, Q18

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THE IMPACT OF SLOVAK ENTRY INTO THE EU ON THE SELECTED INDICATORS OF WHEAT PRODUCTION IN PRODUCTION AREAS

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ABSTRACT

Agriculture is one of the most important sectors of the national economy of the Slovak Republic, in particular, for its long tradition and at the same time for a long-term great political influence of farmers. Therefore, each year flows into the agricultural sector in the EU countries huge amounts of money. Analysed period of 1999-2009 has been divided into two equally long period of time, in the middle of which the Slovak Republic entered the EU and the agrarian policy has changed from purely national to the EU common agricultural policy (CAP). Important reform of the CAP in 2003 was the Fischler reform, by which the single payments decoupled from production and began to provide per hectare of agricultural land. In this paper, we explore how our entry into the EU has been translated into the economy of the selected commodity (wheat) and how the support affected the rate of profitability and the economic income result during this period. For the assessment of the production of wheat, we used indicators such as the yield per hectare, the total and the unit costs, prices, total support... Two indicators have been chosen of the cost-profitability: profitability without support and profitability with the support and the hypothesis was set, by which we explore the development of these indicators per production areas that we divide on less-favoured and favoured. By the hypothesis we verify whether selected indicators confirm the natural expectation that in the better production areas will be achieved their more favourable values. Thanks to the subsidies the economic income results in I. and also in the II. period got from the negative values only to a positive outcome.

KEY WORDS

Wheat, production, profitability, support, favoured area, Slovak Republic, European Union, common agricultural policy (CAP)

JEL CLASSIFICATION

Q02, Q14

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COOPERATION OF SMALL FARMS IN AGRICULTURE COMPLEX OF THE REPUBLIC OF KAZAKHSTAN

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ABSTRACT

The article presents the organizational and economic substantiation of the necessity and importance of the development of agricultural cooperatives in the agro-industrial complex of the Republic of Kazakhstan. The main factors hindering its development and spread are revealed. The features of the establishment and functioning of the existing forms of agricultural cooperatives (cooperatives, rural consumer cooperatives, rural consumer cooperatives of water users, agricultural partnerships), positive and negative tendencies of development are defined. On the basis of the analysis and the state of development of agricultural cooperation of the Republic the necessity of improving the legal framework, the current mechanism of the state support, the formation of stimulating factors combining small farms in agricultural cooperatives and other measures for their effective functioning is proposed. The urgency and priority of co-operation process of small farms with the aim of stabilizing the agribusiness economy is disclosed. The main provisions of the new Law of RK "On agricultural cooperatives," goals and objectives of the recommended co-operation models, the benefits of association of small farmers in agricultural cooperatives, as well as the expected re-results from the implementation of the measures for the development of this process, contributing to solving the problems of small-scale nature of agricultural production, the availability of small forms of managing state support measures and others are offered.

KEY WORDS

Agricultural cooperatives, small forms of management, Republic of Kazakhstan

JEL CLASSIFICATION

L220, M130, Q130

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SESSION 2

**BIOECONOMY, RESOURCE MANAGEMENT AND
SUSTAINABLE DEVELOPMENT**

EVALUATION OF THE IMPACT OF LABOUR COSTS DEVELOPMENT ON GRAPEVINE PRODUCTION IN THE SLOVAK REPUBLIC THROUGH ALGORITHMS

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ABSTRACT

In the paper, on the basis of the analysis of statistical data of the Research Institute of Agricultural and Food Economics, we evaluate management (production) and economic indicators of labour productivity of selected agricultural commodities in crop production, i.e. grapevine. Selected managerial and economic indicators were evaluated within the selected group of economic operators of the Research Institute of Agricultural and Food in the years 1999-2013 (15 years). Then we quantified the impact of changes in management and economic parameters of production in connection with the use of labour force under the labour costs development, depending on labour productivity of grapevine through algorithms. The main aim of this paper is to analyse the impact of labour costs on the production of grapevine and their ultimate impact on the labour force in manufacturing and economic conditions of the SR, which results in the increase or loss of job positions. The time horizon of the investigation falls within the period 1999-2013 and the underlying data were drawn from the Research Institute of Agricultural and Food Economics and the database of the Statistical Office.

KEY WORDS

Labor costs, labor productivity, crop production, grapevine, Slovak Republic

JEL CLASSIFICATION

Q19

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PRICE LINKAGES BETWEEN BIODIESEL AND SELECTED VEGETABLE OILS

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ABSTRACT

Biodiesel can work as an alternative form of traditional fuels. Currently, crude oil market situation is unstable due to significant decrease in crude oil prices. Thus, volatile prices of crude oil put pressure on agriculture and food industry and low prices of crude oil may cause food prices to decrease. Additionally, lower oil prices have an impact on vegetable oils used in biodiesel production. Consequently, the diminishing trend in crude oil prices might seem to be beneficial for biodiesel producers due to the fact that rapeseed oil, soybean oil, palm oil belong to dominating resources for biodiesel production. However, diesel prices would decline with lower crude oil prices, meaning that low diesel prices push down biodiesel prices. Therefore, this paper focuses on long-run relationship between biodiesel prices and prices of vegetable oils used for biodiesel production. The aim of the paper is to investigate price development and price linkages between biodiesel prices and selected prices of vegetable oils based on linear modelling technique called ordinary least-squares regression.

KEY WORDS

Biodiesel, ordinary least squares, price, vegetable oil

JEL CLASSIFICATION

Q11, Q57

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FUTURE POSSIBLE USES OF RENEWABLE ENERGY IN THE V4 COUNTRIES

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ABSTRACT

Nowadays the number of the population of the World is over 7.3 billion, which was less than 4 billion at the beginning of the 1970s. That was one of the reasons why in the last 40 years the utilisation of fossil minerals increased rapidly. The stocks of these resources are limited, so we need to find another way which helps us to substitute them in the future and also to increase our efficiency and sustain our natural environment. The use of the limited resources has also increased in Europe and it holds true in the V4 countries, too. That is the reason why this question is also important in the V4 countries, but the natural possibilities are different. The goal of the countries is to find those alternative or renewable energy sources which could be suitable for solving this problem, and boost the economy instead of destroying their natural environment. In this paper I compare the energy utilisation of V4 countries in the past, the structure of the fossil and renewable energy usage nowadays and examine those possibilities (wind energy, solar energy, geothermal energy, biomass), which can help them reduce their energy dependency from other countries. These countries need to increase the ratio of the utilisation of renewable- and alternative resources in the future if they want to satisfy their population demand.

KEY WORDS

Fossil minerals, renewable energy, V4 countries, sustainability, energy dependency

JEL CLASSIFICATION

Q42, Q43, Q35, Q01, P28, P18

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THE SUSTAINABILITY OF ECONOMIC GROWTH IN AGRICULTURE OF RUSSIA AS A RESULT OF INCOMPLETENESS OF INSTITUTIONAL CHANGES

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ABSTRACT

The article posed the problem of determining the value of the formal rules change, shaping the institutional environment as a whole. Its impact on sustainable economic development in the agricultural sector of the Russian economy in the period from 50th to 90th of the XX century. Identified institutions, reducing the volatility of market conditions on the agricultural markets: the policy of creating buffer stocks; State support of prices, aimed at eliminating the seasonal volatility; the program of compensation payments, levelling profitability of production by region.

KEY WORDS

Agriculture, market conditions, balance, institutions, Russia

JEL CLASSIFICATION

E32, O13, O43

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ECONOMIC WEIGHTS AS A TOOL FOR SUSTAINABLE LIVESTOCK FARMING

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ABSTRACT

The livestock farming synthesizes many aspects which should be taken into account when economic weights are calculated. The most common approach to calculate the economic weights is a bio-economic modelling of the production system. Economically important traits are defined through the modelling of herd structure using the Markov processes and iterative procedure, taking the total profit as the criterion of the economic efficiency. Marginal economic weights are expressed as a numerical approximation of the partial derivation of the profit function. These are standardized through genetic standard deviations and then expressed relative to the certain trait or as a proportion on the sum of all traits. Except of the production traits, the functional traits (health, reproduction, survival) and feed efficiency traits are very important for the sustainable and competitive animal production. Next to the economic also the environmental benefit (reduction of emissions through more effective utilisation of feed), ensuring the animal welfare (lower mastitis and claw diseases incidence) and finally the food security and sustainable development of the domestic agriculture should be mentioned. To calculate economic weights, the program package ECOWEIGHT (for cattle and for sheep) can be usefully applied. At present, the module for pigs as a part of the program package is under development.

KEY WORDS

Animal production, economic weights, efficiency, sustainability

JEL CLASIFICATION

Q01, Q12, Q13

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FOOD SECURITY IN THE EUROPEAN COUNTRIES

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ABSTRACT

Food security is defined by the World food summit of 1996 as follows: „when all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life”. Such definition includes several aspects, therefore it is necessary to use multidimensional view to its investigation. This concept is based on three pillars: food availability, food access and food use. This issue is hence complex sustainable development issue closely connected to health, economic, environmental and other issues. Presented paper is focused on the food security analysis in European countries. For this purpose are used data from Global food security index 2015 database by The Economist Intelligence Unit (EIU) and sponsored by DuPont about food security indicators. In the first part of the paper is analyzed recent development of the food security indicators in the European countries, then multivariate analysis is used to reduce dimension of the data. Countries were sorted into classes according their food security performance. Results suggest positive tendency in the European countries from the perspective of increasing welfare, food accessibility and its distribution. On the other side, economic development and sufficient supply of food brings another phenomenon which can significantly reduce quality of life and is connected with prevalence of obesity in most of the European states.

KEY WORDS

Food security, food security indicators, multivariate analysis, sustainable development, European countries

JEL CLASSIFICATION

N5, O13, P28, Q01, Q18, Q56

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COMPARATIVE ANALYSIS OF CONVENTIONAL AND CONSERVATION AGRICULTURE

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ABSTRACT

The goal of this paper is to analyse the comparative study of both agricultural farming: conventional and conservation agriculture as well as determine which of these technologies encourages sustainable resource management. Unsustainable use of land resources and improper agricultural management lead to the land degradation. Consequently, it negatively affect yields, for this reason, there is need to use an approach, which maximizes the production in an environmental friendly manner at the same time without increasing the production cost. The paper presents qualitative and quantitative comparisons between conventional and conservation agriculture, including statistical and economic data. Based on the comparative analysis conservation agriculture is considered as a proper management system, which meet today's agricultural challenges by demonstrating potential to secure sustained productivity and livelihoods improvements for millions of climate-dependent farmers. This technology is win-win situation, as it encourages sustainable agricultural development including itself environmental, economic and social values.

KEY WORDS

Sustainable, development, management, conventional and conservation agriculture

JEL CLASSIFICATION

Q24

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ECONOMIC ASPECTS OF FRESH APRICOT PRODUCTION IN TURKEY

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ABSTRACT

Apricot production is one of most important activity in total world fruit production. It is important source for increase farmers profit in agricultural economy conditions of Turkey. Located at quite suitable conditions in terms of crop production considering its climate and field conditions. Turkey has ranked first in the world with 811,609 tons of apricot production in 2013 by 16.69 %. Main purpose of this study is to analyze the economic aspects of fresh apricot production between 2004 and 2013 in Turkey and to offer solutions for the encountered problems. Statistical data for 2004-2013, used in the study have been obtained from FAO and TurkStat, The Turkish Ministry of Food, Agriculture, and Animal Husbandry. Data obtained have been shown in the tables and graphs issued by the use of percentage and index calculations.

KEY WORDS

Fruit, fresh apricot, agricultural marketing, economical analysis, Turkey

JEL CLASSIFICATION

Q1, Q19

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SESSION 3

**THE AGRI-FOOD VALUE CHAIN ANALYSIS:
ECONOMICS, MANAGEMENT AND LOGISTICS**

AGRO-ECOLOGICAL MODERNIZATION OF AGRICULTURE FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

Agriculture is facing many challenges because of dominating industrial model of agricultural intensification. Current structure and design of farming systems contribute to unsustainable dependence on non-renewable sources of energy and their derivatives, including mineral fertilizers and pesticides. The article describes results from the long term field experiment on chernozem soil of the Balti steppe (Republic of Moldova) with different crop rotations and continuous cropping. Higher diversity of crops in crop rotation is crucial for improving soil health and functionality, in reducing the dependence from industrial inputs.

KEY WORDS

Crop rotation, soil fertility, fertilization, soil organic, matter, chernozem soil

JEL CLASSIFICATION

Q56

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EVALUATION OF CAUSES OF BURN-OUT OF TOP AND MIDDLE MANAGEMENT

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ABSTRACT

The state referred to as burn-out syndrome is caused by various factors as disappointment from initial working ignition, long-time stress and others. The aim of this study was to evaluate the relationship between the rate of burn-out syndrome and the length of professional experience. Today the enormous pressure is recorded in the many professions. In this study as the objection of the research the managers from middle and top management in middle age from selected economy areas were chosen. The technique of questionnaire (standardized questionnaire Burn-out Measure – BM – psychological burn-out) was used. The sample of respondents in total 75 persons with return about 82.60% of questionnaires consists of representatives from bank and construction sector and health service. The groups of respondents with length of professional experience till 5 years (27.40 %), from 5 to 10 years (25.80 %), from 10 to 15 years (21.00 %), from 15 to 20 years (11.30 %), from 20 to 25 years (9.70 %) and over 25 years (4.80 %) were involved in the research. For processing of the primary data the methods of quantitative statistics were used. The values of BM were increased in respondents in the groups with the length of professional experience till 5 years and more than 25 years. The burn-out syndrome in these groups was not significantly confirmed. We suppose that raising values could have connection with initial enthusiasm of employees at the beginning of their career and in the group with the length of professional experience over 25 years with consecutive long-term psychological stress. It is very important to pause on existing state and to set scale of values in professional and private life. The obtained results will be interpreted within pedagogical process and will be used in further scientific and research activity. In practical level we will focus on preventive steps during psychical burn-out.

KEY WORDS

Burn-out syndrome, managers, professional experience, construction, banking, health service, prevention

JEL CLASSIFICATION

E240 0180

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ESTIMATING INTERACTION BETWEEN INCOME AND EXPENDITURES FOR FOOD AND NON-ALCOHOLIC BEVERAGES IN SLOVAKIA

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ABSTRACT

The main aim of the paper is to evaluate the relationship between incomes and expenditures for foodstuff categories, the level, and structure of expenditures and next statistical evaluation of their interaction. Budget shares and elasticity coefficients were estimated for food and non-alcoholic beverages consumption for the individual household categories according to the economic activity of head during the period 2004-2012. Using the aggregate data, we estimate the elasticities on income and price for the food demand in Slovakia. Knowing the values of demand elasticities for food is widely used approach to correct trade policy making and analysing trade patterns.

KEY WORDS

Income, expenditures, foodstuff, elasticity, individual households' categories, Slovakia

JEL CLASSIFICATION

D12, D31, O52

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IMPACT OF SANCTIONS ON AGRICULTURAL POLICY IN EUROPEAN UNION AND RUSSIA

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ABSTRACT

In the springtime of 2014 the USA, the EU, some other countries and international organizations applied sanctions against Russia. This process started after joining of Crimea to the Russian federation. In its turn Russia imposed retaliatory sanctions, which banned import of some agricultural products, raw materials and food products from the United States of America, the European Union, Canada, Australia and Norway. Authors analyzed international trade of the Russian federation with the European Union changing for the sanctions period in comparing with previous one, forecasting on 2016. There is also evaluation of structure changing of Russian food products import from Europe in the article. The ban effected 4.2 % of total EU agri-food exports. The European commission's measures for the compensation, storage and promotion of sales market diversification for agricultural products are presented. New destinations and alternative markets for European agri-food export are considered. Impact of sanctions on the food products supply in Russia is monitored according to the internal market price changing. To the end of 2015 in comparing with 2013 the most suffered for embargo production items became frozen fish (with rising of the price on 52 %), sunflower oil (on 43 %), apples (on 38 %), butter and meat of cattle (on 29 %). While inflation rate in Russia was 11.36 % and 12.91 % for 2014 and 2015 years. After all authors reviewed priorities of contemporary agricultural policy of Russia. The main is focus on internal resources of agricultural development, which means broad federal support of agriculture. As a result Russia can become a strong supplier of agricultural and food products on the world market.

KEY WORDS

Sanctions, agricultural policy, food products, internal market, international negotiation, European Union, Russia

JEL CLASSIFICATION

F510, F520

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APPLICATION OF NET PRESENT VALUE BY THE LAND PURCHASE

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ABSTRACT

In Slovakia most of the agricultural companies operate on the leased land (approximately 85 % from total land area). The agricultural companies can not only lease the land but also purchase it and operate on it. Through net present value we quantify whether it is worth for the agricultural companies in each counties of Slovakia to lease the land and based on which conditions. Net present value (NPV) belongs to the basic indicators of investment decision. By its calculation it is important to define the capital expenditure as well the calculation of expected financial incomes. The investment is viable if the indicator reaches the positive values. By the land lease the indicator NPV reaches negative values in all counties of Slovakia. We modelled the capital expenditure (official land price) and financial incomes (land rent) by which NPV would reach minimal positive values. From the calculation of NPV results that the official price should be much lower to reach the minimal positive values of NPV.

KEY WORDS

Farms, Net Present Value (NPV), land, land lease, land purchase

JEL CLASSIFICATION

M21, Q15, Q24

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COST MANAGEMENT STRATEGY FOR ENEGY USE IN AGRICULTURE: EU SAMPLE

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ABSTRACT

Agricultural production has always been there since the beginning of humanity. Today, industry and services sectors may seem like surpassed the agricultural sector but it's a fact that the importance of sustainable agriculture is increasing. Many inputs are used in agriculture and only purpose is to produce more. There are many components of sustainable agriculture. Environment and energy use are just some of them. However, the economy should also be included as a separate component. Is it? Like any production, agricultural production also has a cost. We need agricultural production, because we need food to live. However, in order to produce more, how much we need to spend more? The greatest danger to the environment arises from the use of fossil fuels. Fossil fuels are used in many areas of agricultural production. Also a large portion of the pollution caused by agriculture, stems from fossil fuels. Here we encounter three questions. How much we spend? How much we produce? How much we pollute? After these questions, the fourth and more important question may be asked. Can we produce the same, by polluting less and spending less? Efficiency analysis can answer this question. This study is about partial energy efficiency in agriculture. So we can determine the sufficient amount of use. On the other hand we will compare the pollution comes from the consumption of the fossil fuels in agriculture and energy use in agriculture as environmental efficiency. Thus, we think we will get the answers to our questions.

KEY WORDS

Cost Management, efficiency, sustainable agriculture, environment, European Union

JEL CLASSIFICATION

D24, D61, Q15, Q52

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THE PROBLEMS OF WINEMAKING IN POLAND: THE CASE STUDY OF WINEMAKERS FROM MALOPOLSKA WINE ROUTE

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ABSTRACT

Wine production and consumption in Poland is located in a niche area, but along with social and economic changes. Polish wine market became one of the most dynamically growing in Europe, similar to local wine production. Developing wine manufacturing branch in the suitable regions, might be a chance for diversification of activities of the farms, strengthening agritourist offer and developing the trails of thematic tourism in Poland and contribute to a cultural change in a model of alcohol consumption in Poland. The aim of the paper was to identify the main problems hindering a development of this new branch of agricultural production activity, in a context of human depending phenomena. The research method based on fieldwork, observation in vineyards and winery and focus group interviews and a questionnaire conducted with owners of wineries and wine producers from Malopolska region. Those let us identify the areas of subjectively perceived problems of winemakers and formulate the weaknesses that may have a negative impact for development of this fledgling sector. The main problems reported by manufacturers in a questionnaire were related to legal and institutional issues of winemakers in Poland, also there was pointed a question of an access to relevant plant protection products in a context of possibility of carrying organic farming and a problem of certification. The focus group interview, revealed some internal problems of Polish winemaking, connected with social and human capital and lack of sufficiently coherent vision of development of the Polish wine manufacturing sector.

KEY WORDS

Polish Wine, Malopolska Wine, winemaking, wine region

JEL CLASSIFICATION

Q10

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MANAGEMENT OF HUMAN RESOURCES IN AGRICULTURAL SECTOR ENTERPRISES

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ABSTRACT

Staff-human resources are indispensable for the success of any organization, they represent a priority source of effective action and prosperity of the business. Purposeful creation and use of human potential is a prerequisite for building up and developing the strengths and competitive advantages of the enterprise. The primary objective of the paper is to assess the level of work with human resources in the selected file of enterprises in agricultural sector of the Slovak Republic.

KEY WORDS

Human resources, human potential, personnel work, company, organization, employee, employers

JEL CLASSIFICATION

M540, J430

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STATE SUPPORT OF DAIRY FARMING IN VOLOGDA REGION OF RUSSIA

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ABSTRACT

Milk and dairy products are traditional in food ration of Russian people. At the same time in many districts of the country the volume level of average per capita milk consumption stays lower than the dietary intake. Due to this fact there is an objective necessity for milk production scale-up. Agrarian production is apriority-oriented, socially important and dynamically developing sector of the Vologda region economics. Products of milk processing are the brand of the region. That is why the government of the Vologda region pays special attention to the branch of dairy farming. The article presents the study results of influence of different forms of state support of milk production in agricultural enterprises of the Vologda region on performance indicators of their business activities. The trends in volume dynamics of state assistance and its results have been found out.

KEY WORDS

State support, dairy farming, milk production, prime cost, profit, profitability, Russia

JEL CLASSIFICATION

Q01, Q1, Q18

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SESSION 4

**ENTREPRENEURSHIP AND CORPORATE SOCIAL
RESPONSIBILITY**

APPLICATION OF THE KAIZEN PHILOSOPHY – A ROAD TO A LEARNER BUSINESS

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ABSTRACT

The focus of the article is analysis of the Kaizen method and its application in various companies. The main philosophy of the Kaizen method is that each employee contributes to continuous incremental improvement of company's processes. It is a wholesome philosophy of management, which includes the entire company and places individuals in the middle of the action. The Kaizen method is not limited to production entities, but it needs to be focused on the company's vision. The method is an appropriate and a well-used tool for identifying and analysing problems related to productivity with management without a system, with low work productivity, with work safety, and others. The Kaizen method is a Japanese philosophy that focuses on continuous incremental improvement of all aspects of one's life. Kaizen is not a widely used method for improving quality in businesses. It can be applied in all branches of production since managers are not the only ones striving to improve production processes, production, and to improve the work place, but mainly employees are. It focuses not only on improving quality, but also on improving everything that can be improved within a company, because even a slight improvement affects the quality of production or services. However, it is not a method, but a process oriented way of thinking, which provides a basis for behaviours in one's daily life.

KEY WORDS

Company, innovation, Kaizen, quality management, system, TQM

JEL CLASSIFICATION

M21

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THE DYNAMICS OF ENTREPRENEURSHIP DEVELOPMENT IN THE EAST POLAND ON AGAINST IN THE COUNTRY 2006-2014

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ABSTRACT

The article presents results of the research on employment trends in the Eastern Polish 2006-2014. The study included rural and urban-rural provinces. The entrepreneurship indicator was resented as a number of registered in the region system for 10 thousand inhabitants in the production age. The ascertain it increased growth rate of entrepreneurship in the area of eastern polish background of the country.

KEY WORDS

Entrepreneurship, East Poland, development

JEL CLASSIFICATION

R11, R12

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PECULIARITIES OF CORPORATE SOCIAL RESPONSIBILITY IN VETERINARY PHARMACY

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ABSTRACT

The article is based on the fact that there are specific segments in the economy, which are called sensitive sectors. They are very closely watched by several interest groups. It is significant that these sectors are perceived as irresponsible in their nature. Despite the fact that these negative connotations can be perceived as legitimate, several steps can be taken as far as the business communication is concerned which are a very effective active tool for planning and managing corporate identity. The present study is part of a larger research that we want to implement in the production of veterinary drugs, and thus the pharmaceutical industry. A pharmaceutical industry is a typical representative of a sensitive sector. Although there is a big scientific research potential, a very little attention is paid to this area in the scientific literature. Corporate social responsibility (CSR) is an important phenomenon that affects current business models. Based on existing research, we can identify a wide range of practical steps and forms that CSR can take. It is also an important element of the sustainability of firms in terms of a further growth of companies. The main goal of the paper is to develop a design of the research, which will be subsequently implemented in practice. A crucial step in a proper implementation of CSR policies is to ensure a strategic match between a core business and implemented programs of responsibility. If there is a very weak or missing connection, it subsequently leads to fragmentation of the image, which can be clearly considered a waste of corporate resources. Otherwise, it is assumed that through CSR we can develop and strengthen a corporate identity and thus create positive associations. We will analyze (qualitative content analysis) collected data (basic corporate documents on the corporate websites like mission, vision and corporate values). These documents have a great affinity to the corporate strategies, which often reflect key aspects of responsibility and thus transforms them to the implemented business strategies, tactics and programs.

KEY WORDS

Corporate social responsibility (CSR), sensitive sectors, business ethics, veterinary drugs, content analysis

JEL CLASSIFICATION

M14, M31, Q13

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SOCIAL RESPONSIBILITY OF MANUFACTURERS OF CRYSTAL GLASS IN THE CONTEXT OF ENSURING FOOD SAFETY. CASE STUDY

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ABSTRACT

The increasingly popular CSR concept implemented in the food chain plays an important role also in the context of the manufacturer's responsibility for the health of the users of the manufactured products. The synergy of CSR activities and the use of Good Manufacturing Practice (GMP) enables delivery solutions which ensure the desired and acceptable level of health safety, while respecting certain standards expected by foreign markets. Export to these markets requires, in addition to respecting certain international guidelines, also taking into the account socially responsible customer expectations. The presentation of the indicated relationships in the context of the solutions used in a particular company operating in Poland is the main objective of this article. This issue is examined on the example of the Crystal Glassworks Factory, which aspires to the position of an industry leader in the Polish industry of decorated crystal glass products.

KEY WORDS

Corporate social responsibility, food safety assurance, good manufacturing practice, products intended to contact with foodstuffs

JEL CLASSIFICATION

M14, L15, L61

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IMPROVEMENT OF REGULATION SYSTEM AND STRATEGIC PLANNING OF INVESTMENT OPERATIONS AT MESO LEVEL

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ABSTRACT

The purpose of the paper is to improve regulation system of investment operations at meso level and the interconnection between the state and regions due to the formation of investment environment and intensification of investment operations as factors of social and economic orientation. The following methods are applied in the study: according to system approach the problem of planning and regulation of investment activities at meso level has been reduced to a series of clearly structured and interrelated tasks. Integrated approach provided information involvement from other branches of science, which have an influence on the theory and methodology of solutions concerning planning and regulation of investment activities at meso level. Results: the mechanism of investment activation based on effective investment policy at macro- and meso-levels using modern data-analysis tools. At the same time the regional investment policy should be aimed at the highest possible revelation of the territorial investment potential. The authors have developed recommendations to improve the system of planning and regulation of investment activities at the meso level, taking into account the necessity of logical stages, namely: analyzing, planning and prediction, organization, implementation, regulation, motivation, monitoring and results estimation. Organizational and methodological principles of formation stages and sequence of strategic investment planning at the meso level are improved. It is of practical importance for the authorities at macro- and meso-levels. Conclusions: it has been determined that to form objectives of regional investment policy as a starting point one should use the needs and interests of a region and that is why there should be a correspondence between final results of regional investment policy and interests of a region.

KEY WORDS

Planning, regional investment policy, regulation, meso level, strategy

JEL CLASSIFICATION

G31, E62, L51, O29, R58

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EVALUATION MANAGEMENT CONFLICTS AS AN ECONOMIC SECURITY APPROACH

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ABSTRACT

It has been elaborated the method for quantitative evaluation of level and structure of the interpersonal management conflicts that prevail over the other conflicts in the machine-building enterprises functioning. According to the reasons of appearance investigated interpersonal management conflicts were divided into the following types: informational, behavioural, structural, conflicts of relationships and values. The method was developed due to the usage of conjoint analysis that allows to evaluate simultaneously both the structure of the conflict and its level according to the priorities system, which has increased the credibility of gained results. Calculated values have shown that the prevailing conflicts in the structure of machine-building enterprises management conflict are informational ones that are related to poor information support of companies' administrators. The behavioural and relationship conflicts are also rather significant. They have different appearance nature and require special methods for their solution.

KEY WORDS

Conflict evaluation, conflict identification, interpersonal management conflicts, machine-building enterprise

JEL CLASSIFICATION

D74

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PARALLELS BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND SAFETY CULTURE

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ABSTRACT

Social responsibility is a modern concept of the business fields, which takes into account not only the economic interests of the business entity, but also social and ethical issues. Properly defined safety culture supported by a corporate culture helps organizations to successfully manage the requirements for social responsibility of business entities. Compliance with the principles of corporate social responsibility makes the creating of advanced safety culture, whereas those for the two systems are in many ways overlap and complement. The article presents the different factors that affect to status of the social and ethical responsibility of organizations, with the main emphasis on the responsibility to their own employees.

KEY WORDS

Safety culture, corporate social responsibility

JEL CLASSIFICATION

J280, K320

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CORPORATE SOCIAL RESPONSIBILITY AS AN ASPECT OF BUSINESS ETHICS IN SELECTED SLOVAK COMPANIES

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ABSTRACT

Social responsibility and business ethics are often regarded as the same concepts. On the other side, business theory as well as company practice confirms that the social responsibility movement is just an aspect of the overall discipline of business ethics. Business ethics, also named Corporate Ethics, is the concept which has come to mean various things to various people. Nowadays, both these concepts are slowly penetrating into the consciousness of the lay and professional public in Slovakia. The paper contains of three main research questions. At the beginning we examined if surveyed companies have prepared an Ethical Code or the Code of Conduct and if they implement this in business practice. Second question assayed if ethical behaviour helps enterprises to achieve business objectives and the third question deals with the problem if company favours business partners who prefer similar corporate values and business. The publication of this article is supported by the Slovak Scientific Agency VEGA – Project VEGA No. 1/0044/13 “Corporate Social Responsibility (CSR) of the Slovak Enterprises in the context of Internationalization in Business“. The main objective of this project is to assess the level of corporate social responsibility in Slovakia in the context of the internationalization of business and identify factors that affect their socially responsible behaviour in a competitive environment. In this article we deal with the surveyed sample of the 58 trade companies (and cooperatives) from different districts of Slovakia. Most of them were established after 1994 and more than a half of them belonged to the category of “small and medium sized enterprises“– SMEs. Survey involved companies from fifteen industries according to NACE classification.

KEY WORDS

Business ethics, corporate ethics, corporate social responsibility, Slovakia, ethical code, the code of conduct

JEL CLASSIFICATION

M12, M14

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SESSION 5

FINANCE AND CURRENT ISSUES

PRINCIPAL-AGENT MODEL IN AGRICULTURAL BASED PROJECTS IN THE REPUBLIC OF ARMENIA (THE PROBLEM STATEMENT)

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ABSTRACT

The rural development projects in emerging countries are tight lines for developing the agriculture. They are considered important, as they provide the inputs for industrial development and increase export earnings, they contribute to food security as well as provide agricultural products for local markets. In the Republic of Armenia there are number of agricultural based projects that were implemented and are being implemented. Usually these projects are financed by international donors and are realised by locally selected institutions. We have adopted principal-agent model in the process of project implementation to show the possible information asymmetries that could be raised between international donors and implementers. The parties involved in the project implementation are the principal (i.e. Project donor), and agent (i.e. Project implementer). When donors are delegating the agents to complete the project there is a risk of information asymmetry. If the implementer behaves opportunistically, it could use it into its utility maximization. The outcome could be the decrease of project contribution allocated for beneficiaries. In this paper, we show the probable risks of parties' relations. We propose too, some risk minimization strategies that we think will alter the information asymmetry. First, prior to project delegation there is strictly recommended to study the implementer experience and the path that he/she has completed. Second, during implementation process increase the monitoring of specific tasks that were proposed by project plan. The following suggestions are made for projects that are existent in Armenia; however, we think that they are applicable in use of other countries examples as well.

KEY WORDS

Armenia, principal-agent theory, agricultural project

JEL CLASSIFICATION

H43, O22

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WHAT IS WRONG WITH THE CONCEPT OF SPECIALIZED FINANCIAL INSTITUTIONS IN THE HUNGARIAN AGRICULTURE?

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ABSTRACT

In the second half of the 20th century, in addition to the positive benefits of intensively industrializing agriculture, such social and environmental problems appeared that seriously threatened the sustainable development. By today, in response to the warning signals – broadened its traditional roles – very strong expectations have been formulated regarding the agrarian sector. In summary, agriculture has complex productive, regional, ecological, social and cultural functions. The social utility of the above mentioned functions is indisputable, the fulfilment of those is the strategic interest of all countries, and it is also the key to their sustainable development. However, there are such political, economic and social conditions and processes that impede the realization of these objectives, while at the same time urge the conscious measures to this effect. The aim of our study is to investigate the possible financial resources of ‘environment- and human-friendly’ and to find the factors which help or hinder the competitiveness and effective financing of the agrarian sector. We examine the opportunities of establishment and operation of state initiative agrarian bank, which only appeared so far on rhetoric level and aims the cheap and efficient financing of domestic agriculture, by drawing on domestic experiences and international models.

KEY WORDS

Specialized financial institutions, agricultural bank, credit union, Hungary

JEL CLASSIFICATION

Q14

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CONTROLLING AS A MANAGEMENT SYSTEM OF MILK PRODUCTION AND CONSUMPTION IN SLOVAKIA AND THE CZECH REPUBLIC

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ABSTRACT

As milk and milk production have their irreplaceable role in securing the state self – sufficiency in basic food, it is necessary to pay attention to not only to production, but also to consumption of these products. The milk production is important for the society as a whole, both in terms of economy of state and the employment of rural population. It is a traditional economic sector that due to its very favourable conditions promises a very viable future. The primary aim of this article was to point to the development dependencies in production and consumption of cow's milk with the emphasis on reasons of decline in dairy cows. Furthermore we focused on considering the economy of milk production, where we assessed the own costs to exercise price per one litter of cow's milk, calculation of profitability of production of milk without benefits. We performed the research both within the conditions of the Slovak Republic and the Czech Republic.

KEY WORDS

Costs, milk consumption, milk production, prices, self-sufficiency, Czech Republic

JEL CLASSIFICATION

Q19

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FINANCING LARGE-SCALE WIND PARKS THROUGH THE COOPERATIVE BANKING SECTOR

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ABSTRACT

While the focus in the early days of wind farms was on coastal sites, given technical progress today operating wind energy plants is also economically viable in other rural regions. Technological progress has led to an ongoing increase in the output of wind turbines. The size of wind farms is also gradually increasing, which leads overall to larger financing volumes that the small regionally organized cooperative banks can only muster with assistance from a cooperative central bank. The local banks are supported by experts in the field of renewable energy from the cooperative central bank – irrespective of whether one wind turbine or an entire wind farm is to be financed. For example, large-size wind-farm financing packages – and in the case of five turbines this can swiftly exceed 20 million euros – can be handled as a financing consortium consisting of the cooperative bank and the central bank. Alongside long-term loan financing and reliance on the relevant government subsidies, the range of services also includes variable financing forms, and this extends to interest and exchange-rate hedges. Financing individual wind farms tends to be structured as project financing, meaning that a closed-end investment project is launched that constitutes a single economic and legal entity. The debt is exclusively serviced from the wind plant's cash flow. Depending on the expertise and needs of the regional cooperative bank, the central bank supports it in all project phases as regards financing one or several wind plants or farms. Rural cooperative banks can only manage to finance large-size wind projects through collaboration between the decentralized cooperative banks and the cooperative central bank. Financing large-size wind farms by cooperative banks will be compared below to other private-sector or government-supported forms of bank financing in Germany and the differences identified.

KEY WORDS

Energy, wind parks, cooperative banks, project finance

JEL CLASSIFICATION

G21, G32, P13, Q20

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FARMERS' ECONOMIC VIABILITY ASSESSMENT IN THE CONTEXT OF TAXATION AND SUPPORT

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ABSTRACT

The paper analyses the economic viability of farms and how much this indicator is influenced by main external factors – support and taxes. Assessment of economic viability of farms has suggested that in Lithuania, support is the main external factor of continued viability of small- and mid-sized farms, while the unequal distribution of the tax burden reduces economic viability of farms and they become non-viable. The problem put forward in the research is what taxation system would create conditions for the farmers' farms to remain viable, irrespective of the support. Alternatives on improvement of farmer taxation system are proposed. The paper presents the practice of farmer taxation in other countries and analysis of scientific literature on the subject, on the basis of which the model for improvement of farmer's profit taxation, as well as social and healthcare insurance contribution is put forward. This model would ensure more equal distribution of tax burden between the farms of different sizes, which would allow the farms to remain viable irrespective of the scopes of the received support.

KEY WORDS

Economic viability of farms, taxes, subsidies

JEL CLASSIFICATION

Q12, H25, Q18

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FINANCIAL SYSTEM AND AGRICULTURAL GROWTH IN UKRAINE

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ABSTRACT

We build the simplified models of integral indicator of level of financial system development and agricultural growth using the principles of concept of "moderate middle way". We use the simplified models of integral indicator to compare the level of financial system development, economic and agricultural growth and to explore the trend of financial development and agricultural growth in Ukraine. We use the integral indicators and econometric methodologies to assess the relationship between financial development and agricultural growth in Ukraine. The results of the study revealed the absence of statistical relationship between integral indicators of financial system development and agricultural growth in Ukraine. We can ascertain the presence arguments for the existence of the impact the banking component of the financial system on the agriculture in Ukraine. The regression models showed significant directly proportional relationship between certain aspects of agriculture and resources and effectiveness of the banking sector.

KEY WORDS

Agricultural growth, integral indicator of the agricultural growth, integral indicator of the financial system development, financial system, Ukraine

JEL CLASSIFICATION

G14, G21, Q13

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THE EFFECT OF FINANCIAL PERFORMANCE ON COMPANY'S VALUE MODERATED BY DIVIDEND POLICY

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ABSTRACT

The objective of the study was to analyse the effect of financial performance on company's value moderated by dividend policy. Research variables consist of financial performance, dividend policy, and company's value. Financial performance measured by liquidity, leverage, and profitability. Dividend policy was represented by dividend pay-out ratio. And last variable. Company's value was presented by Tobin's Q. Data was purified from annual financial report of 18 insurance and banking companies. Those 18 companies were listed in Indonesia Stock Exchange during the period 2010-2013. Data were analysed using moderating regression analysis. There was evidence that financial performance did not affect the company's value. It was also showed that dividend policy did not moderate the effect of financial performance on company's value.

KEY WORDS

Company's value, company's performance, dividend policy, insurance company, banking company, Indonesian Stock Exchange

JEL CLASSIFICATION

D53

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THE DEVELOPMENT OF VALUE-ADDED AND NET INCOME OF FARMS IN SLOVAKIA

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ABSTRACT

The article is focused on the assessment of the efficiency development of the agricultural enterprises in Slovakia through the selected indicators. Indicators of the selected agricultural enterprises-commercial companies and cooperatives will be rated for the time horizon 2009-2014. Profits for farms are in most cases just subsidies, provided that farms are able to achieve at least a zero profitability. However this is according to the development of the exercise prices often problem. The solution is to create added value and well organized sale to the final consumer. The effectiveness of Slovak agriculture, mainly assessed on the basis of value added in agricultural production, will be compared to the performance of agriculture in selected countries EU-28.

KEY WORDS

Value-added, net income, efficiency, agricultural enterprises, Slovakia

JEL CLASSIFICATION

Q12, Q14

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THE ROLE OF COOPERATIVE BANKS IN INCREASING THE BANKING PENETRATION RATIO OF RURAL AREAS IN POLAND

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ABSTRACT

The objective of the study is to assess the number of households in rural areas which use banking services offered by cooperative banks in Poland and to identify factors determining and differentiating the level of penetration ratio. Primary and secondary sources have been used to obtain the results. Empirical material has been evaluated using indicators of structure and non-parametric "Chi" square (χ^2) test. The results confirm the key role of cooperative banks in increasing banking services usage in rural areas in Poland. Almost 70 % of residents of rural areas use banking services offered by cooperative banks. Studies have shown that the factors determining the level of banking services usage of residents of non-urbanized areas are: gender, level of education, professional status and financial situation. Apart from traditional channels of access to a bank account, residents of rural areas also use online banking services (50 % of respondents) offered by cooperative banks.

KEY WORDS

Cooperative bank, rate of usage of banking services, rural dwellers, Poland

JEL CLASSIFICATION

D12, G21, R22

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SESSION 6

ACCOUNTING AND INFORMATION SYSTEMS

SOME AMENDED PROVISIONS OF THE SLOVAK INCOME TAX ACT

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ABSTRACT

The income taxes belong to the most important direct taxes and form consistent and significant part of the state budget income. The Act no. 595/2003 Coll. on Income Tax as amended (hereinafter “Income Tax Act”) includes provisions related to taxation of individuals and corporate entities. By the Act no. 253/2015 from 22 September 2015 (hereinafter “Amendment”) the Slovak Income Tax Act has been amended and changed. From the Amendment the most important changes are selected, focusing on those, which may have an impact on the taxpayers who will file the income tax return after 31 December 2015, i.e. the provisions which will have an impact on the taxation period ending on 31 October 2015 and later. Further, the Amendment introduces other changes that are effective as of 1 January 2016. The result, based on the selection and the analyses, shows that the amended provisions of the Income Tax Act have significant impact on taxation of both, i.e. individuals and corporate entities and includes many changes, specifications and adjustments.

KEY WORDS

Corporate entity, income tax, individual, taxpayer, Slovakia

JEL CLASSIFICATION

D31, D39, H20, H25

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ACCOUNTING INFORMATION SYSTEM IN BUSINESS MANAGEMENT

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ABSTRACT

Enterprise information system is database of information for management and decision making by managers. Integral part of information system is the subsystem, which focus on the recording and processing of accounting documents. The importance of accounting, as an important tool for corporate management, continues to grow. In the paper, we present using the accounting system of the company, as a source of objective and relevant information. Information from accounting provides managers with an overview of past and current situation of the company and it is also supporting data for predicting development, tool for decision making and control. Software selection is important for provide information in the required scope and quality. For choosing accounting system, company decides how much information the system will contain and establishes the extent of its use. A question of selection of accounting system then linked with the management and directly affects the quality and speed of decision in the company. Subject to review is information system in selected companies. We applied the basic scientific methods of research. Based on obtained results, we concluded that an essential prerequisite for ensuring reliable and sufficient information is high quality accounting system. Another prerequisite is the relevance of using accounting information by managers.

KEY WORDS

Accounting, company, information system, management, managers

JEL CLASSIFICATION

C88, M15, M41

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CASH ACCOUNTING INFORMATION SYSTEM BEFORE AND AFTER THE AMENDMENT OF THE ACT ON ACCOUNTING AS OF 2016

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ABSTRACT

The aim of the article is to perform an analysis of cash accounting development and evaluate its new proposition. Cash accounting gained the status of an accounting system by the historically first Act on Accounting of 1991. As of 2003, the option to keep cash accounting was irretrievably cancelled for natural persons. Cash accounting gradually transformed from an accounting system into a marginal issue of bookkeeping without operative legal rules. Since January 2016, if the requirements explicitly stated in the Act on Accounting are met, cash accounting can be kept by legal persons. The accounting entity must not be value added tax registered, the total income must not exceed CZK 3 million, the value of its property must not exceed CZK 3 million, and it must be among the enumerated non-profit organizations. The research results confirmed that cash accounting has not returned to the status of an accounting system. In an attempt to alleviate the administrative burden for small non-profit organizations, a form of bookkeeping was created, not a fully-fledged accounting system with all the attributes of faithful and fair depiction.

KEYWORDS

Accounting, cash book, summary statement, published, Czech Republic

JEL CLASSIFICATION

A20, M41

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ENVIRONMENTALLY ORIENTED ACCOUNTING AND ISSUES OF ENSURING SOFTWARE

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ABSTRACT

In the article, the authors focus on the three thematic areas. At first – the importance of environmental information to enterprise management, which are contained in the international legal standards and highlighted the international environmental conferences. Secondly – the analysis of the current state of ensuring software for environmentally oriented accounting and the issue of valuation input data. Thirdly – the possibility of greening costs and revenues in the accounting – in particular through the code list. In the conclusion, the authors point out recommendations, necessary for implementation of environmentally oriented accounting into practice enterprise as a tool for ensuring information to management activities.

KEY WORDS

Code lists, enterprise management, ensuring information, environmentally oriented accounting, greening of costs and revenues, software, valuation of input data

JEL CLASSIFICATION

M41, M21, Q56, C87

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TRANSFER PRICING OF TRANSACTIONS BETWEEN RELATED PARTIES IN THE SLOVAK REPUBLIC

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ABSTRACT

Transfer pricing is the setting of prices for transactions between related parties for tax purposes in order to meet the arm's length principle. Unrelated relationship is characterized by the fact that parties participated in the mutual transactions pursue their own interests and their aim is to achieve the highest profit. Related parties often pursue the mutual aim and they try to obtain the highest profit for a group. If prices applied in business relationships between related parties differ from comparable business relationships between unrelated parties, the related party is obliged to adjust the tax base to a difference. In order to determine a difference, several methods of transfer pricing or their combinations are used. The Slovak Republic adopts the methods of transfer pricing pursuant to the OECD Transfer Pricing Guidelines for Multinational Enterprises and Tax Administrations which are based on the comparison of prices and the comparison of profit. Since 2015 the rules of transfer pricing has been enlarged to the obligation to keep the documentation on used methods of transfer pricing except for foreign related parties to domestic related parties as well in order to minimize the tax evasion. The article aim is to assess the transfer pricing in the Slovak Republic and to review the strengths and weaknesses of individual methods of transfer pricing.

KEY WORDS

Arm's length principle, documentation, method, related parties, transfer pricing, Slovak Republic

JEL CLASSIFICATION

H25, H71, M41

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SESSION 7

**NEW DIMENSIONS IN RURAL DEVELOPMENT
AND SUSTAINABLE AGRICULTURE – IN COOPERATION
WITH THE SLOVAK SOCIOLOGICAL SOCIETY'S
SECTION ON RURAL AND AGRICULTURAL
SOCIOLOGY**

THE POSSIBILITY OF COMBINING STATIC AND DYNAMIC ANALYSES THROUGH THE EXAMPLE OF THE BÖRZSÖNY-DUNA-IPOLY LAG AREA

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ABSTRACT

In my study I attempt to unify place-based static and dynamic analyses with the help of a methodology to be able to investigate the resources and characteristics of a local area. The abovementioned methodology would be able to support monitoring activities and the analysis of the heterogeneity/homogeneity of a region. The methodology is capable of ensuring a systematic approach, the exploration of local problems, the creation of an objective situation report based on a wide-ranged database and modern methodological processing necessary for strategy-making and the establishment of efficient development activities (by designating so-called hot-spots). My aim is to create a methodology by using the experience of my investigations which is supported by and complies to the findings of previous literature in this topic, and which can be a useful tool for potential users. It is also crucial that it must give answers to the failures of previous methodologies and to provide ways to improve them.

KEY WORDS

Dynamic analyses, static analyses, combination, local areas, Hungary

JEL CLASSIFICATION

O18, O21, O41

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MANAGING SUSTAINABLE DEVELOPMENT OF AGRICULTURE – CASE OF POLAND

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ABSTRACT

Integration of activities serving for environmental protection and achievement of economic and social objectives is among the most important measures in agricultural policy. This paper presents an example of implementation of the concept of sustainable development of agriculture in Poland. A review of measures related to management of agricultural development at the national level was conducted, and sustainability of farms depending on specialization was assessed. Analyses pertain to 2013. Conducted analysis indicates that the factor with the greatest impact on the sustainability of farms is the production profile. In specialized farms, the economic objective is prioritized, often at the expense of the environment. Animal production poses a particular threat to the environment, which is the result of the concentration and large scale of production. Simplification of plant production occurred in farms specializing in field crops and swine. This is also an unfavorable practice, because it leads to disruption of the ecological equilibrium of agroecosystems. Economic sustainability was achieved by farms conducting intensive production, and this occurred thanks to the large contribution of funds from the EU budget.

KEY WORDS

Agriculture, farm, management, sustainable development, Poland

JEL CLASSIFICATION

Q18

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THE MAIN CHARACTERISTICS AND COHERENCIES OF THE LANDUSE IN THE NORTHERN GREAT PLAIN REGION

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ABSTRACT

The examination of the past, the present and the future opportunities of Hungarian agriculture is an endless topic. The designation opportunities could be influenced by several factors worldwide, so that is the situation in the case of Hungary as well. Beside the natural factors (climate, soil, topography, hydrography) the economical endowments (employment, market conditions, supply, demand, material and labour supply, ownership and subsidies) are important too. In my research I try to explore the basic changes in the land use and the importance of agriculture by varied datum and maps of agricultural enterprises in the case of North-Great-Plain region. The basis of my examination is settlement-level analysis (within the region) which with I can recognize and interpret the production-districts and their changes (development or lagging behind). Nowadays to examine a settlement or a region it is necessary to make a complex, multi-pillar analysis, so in order to draw up the new map of the region I applied complex methodology.

KEY WORDS

Territorial differences, agricultural districts, Hungary

JEL CLASSIFICATION

O13, O18

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INTERRELATIONS OF THE SPACE USAGE IN THE REGIONAL DEVELOPMENT

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ABSTRACT

Land management and space use are the most comprehensive land-use categories. The concept of land use includes not only the renewable and non-renewable system of natural resources of defined areas on, below or above the surface, but also infrastructural, economic and social interrelations as well. Overall, we can say that the regional competitiveness is formed by the combined effect of these factors, which requires a more complex analysis of spatial competitive advantages instead of comparative advantages. The legitimacy of this approach is proven by the fact that even the seemingly independently used natural resources have a significant impact on the economic and social relations, and on the utilization efficiency. In our study we deal with the analysis of these spatial system relations.

KEY WORDS

Spatial use, regional development, space use, rural development

JEL CLASSIFICATION

R58

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NEW TRENDS OF THE MANAGEMENT'S DEVELOPMENT IN THE AGRICULTURAL ENTERPRISES

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ABSTRACT

In the course of the last two decades the agricultural enterprises underwent the reasonable organizational changes, restructuralization of their managerial structures, in radical way have been changed the ownership's relations, even more, in significant way have been changed the requirements on the manager's competencies. The importance and the values of priorities have been changed, new organisational and managerial structures had been introduced, and moreover, new modern technologies had been developed. The last one and the other factors, significantly supported the increase of labour productivity both managers and others employees, as well. The objective of the submitted paper is to perform the analysis of the development's trends in relation to the managers 'competencies, to identify those factors which according of the farm managers represent the key conditions for business success. The results are stemming up from the pilot research carried out in 18 agricultural enterprises. The EU accession meant for many agricultural enterprises the need to undergo number of rationalization's measures. From the achieved responses is clear that at least in half of the enterprises, the respective farm is implementing various measures in the field of human resources, in delayering of the managerial levels, slimming their organizational structures, into the investments of the new technologies, or new diversification programs have been introduced. The results confirm that there are meaningful changes in the competency requirements linked to their preparedness for successful management of the respective company. Furthermore, significant changes have been noted in relation to the social responsibility. However, in the farm enterprises is dominating their concern for environment protection. This stems from the European Union Regulation in relation to the environment's protection number 1698/2006, by which are settled the rules for development of rural areas. Agricultural enterprises are facing the significant pressure in order to decrease their cost of production, to increase performances and production quality, to the need swiftly react on the changes in external environment and to the introduction of new technologies and modern processing procedures. Furthermore, it is important for these enterprises to know the factors of their business success as well as the legislation, to follow the market tendencies which are linked to the specific forms of the supply/delivery relations, to know with whom to create the strategic alliances, as well as to form the networking with cooperating partners, in permanent way to develop modern managerial approaches and to deal with continuing education.

KEY WORDS

Enterprise, change, factor, management, social responsibility success, trend

JEL CLASSIFICATION

E240, O180

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SCHOOL CLOSURES IN RURAL HUNGARY

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ABSTRACT

Schools play important role in the sustainability of rural communities, since they provide basic education and economic opportunities in rural areas. Moreover, schools are often the social hubs of the villages and serve as cultural centres, too. Therefore, this study is going to show the benefits and the negative effects of school closures in rural Hungary. The main goal of this paper is to identify the community-level characteristics associated with the presence or absence of a school. First, an extended literature review was done and then territorial databases of the Hungarian Central Statistical Office were studied in the summer of 2015. Village-level demographic, social and economic indicators were selected for the analysis. Only those rural villages were examined where the population number was less than 2,000. To avoid the influence of the population size on the research findings two subsets of data were created. The first one contained the very small rural villages, while the second one included small and medium-sized villages. The socio-economic characteristics of settlements with and without school were compared. It was found that the better socio-economic situation of villages with school was not clear. It was established that the villages with schools had better demographic performance, partly better living and infrastructural conditions, but the employment and the welfare characteristics were worse, compared to those without schools.

KEY WORDS

School closure, consolidation, rural community, socio-economic indicators, Hungary

JEL CLASSIFICATION

I25

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COVASNA COUNTY IN THE MIRROR OF ECONOMIC, SOCIAL, ENVIRONMENTAL FACTORS

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ABSTRACT

Globalisation means new challenges to Covasna County's economy, society and environment. We can observe regional disparities and unresolved economic and social problems in the region. Sectors, which represent the province's competitive advantage, such as a medical tourism, agricultural production, need further improvements in order to encourage real economic growth. For inducing development in the economic space the improvement of good quality infrastructure, businesses based on local resources and the innovation are essential. Covasna County is rich in environmental values, which are important to be managed in a more targeted way, due to the increasing value of untouched nature, clean air. The local initiatives increase the value of both rural and urban space and contribute to the increase of attraction of the space; however, in order to promote real economic development of the area, the needs and expectations of the region must be taken into account and competitive products must be created. Covasna County cities are now competing for investors, external resources and to obtain development resources. In this process the economic, social and environmental aspects of cities are very important. These factors greatly affect whether Covasna county cities get to the winning or the losing side of the competition. It is a great challenge to highlight the unique values of a region and further develop competitive advantages from them.

KEY WORDS

Regional inequalities, sustainability, competition, local resources

JEL CLASSIFICATION

GE11

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A FEW NOTES ON THE STUDY OF SHORT FOOD SUPPLY CHAINS ON THE EXAMPLE OF FARM BOXES IN CZECH REPUBLIC

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ABSTRACT

Besides other topics, foreign scientists (agricultural economists, rural geographers, geographers of agriculture/food) especially from Western Europe and the U.S., pay attention to the development of short food supply chains (SFSCs)/alternative food networks (AFNs) in the long-term perspective. Such schemes were established as one of the substitute options of food distribution in the space of "traditional forms" of food distribution and consumption. With view to the actual dramatic development of alternative food networks in the Czech Republic, it is not surprising that in a recent period, a number of studies shift attention to this issue. Most studies are focused on the development of short (food) supply chains, particularly farmers' markets and direct sales. Because SFSCs/AFNs are a relatively current topic and an unexplored concept in many characteristics, the authors of the presented paper use the example of the box scheme (the so-called farm boxes) to describe selected aspects of its development in the Czech Republic while applying geographic, agroeconomic and marketing approaches. The analysis is based on data of specialized web databases which actors of the box scheme use to offer their product via on-line channels. First results reveal a regional differentiation of farm boxes in the Czech republic, relationships between customers, headquarters and supply points and differences in the nature of the product (for example the range of offered commodities...) and its management.

KEY WORDS

Short food supply chains, alternative food networks, Czech Republic, box schemes, regional differentiation

JEL CLASSIFICATION

Q02, Q13, R12

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THE STATE OF THE AGRICULTURAL EXTENSION IN THE V4 STATES AND ITS FUTURE DEVELOPMENT DIMENSIONS

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ABSTRACT

Agricultural Extension in Visegrad group since 1990, in significant way had supported the transition of agriculture, as well as its individual members 'accession to the European Union. Its institutional capacity building started immediately after political, economic and social changes. Under the impact of the EU accession the systems have been reorganized in 2007, in order to meet EU requirements and adaptation on the cross compliance. With implementation of agricultural extension has been connected great expectations, however there are still in some countries discrepancies which create the barrier for well-functioning and effective institutions which would be able in significant way to ensure the transfer of innovation, to support the trends of growth in the sector and which would be able to involve in dynamic way the all actors into the system's operation. The submitted paper deals with development dimensions of the agricultural extension in the V-4 states, with the main challenges for agricultural extension, as well as with comparison of individual V-4 countries among themselves. There are also submitted proposals on the future re-orientation and required prerequisites for more dynamic and intensive development.

KEY WORDS

Agricultural extension, advisor, farmer, innovation, knowledge, V4 countries

JEL CLASSIFICATION

E240, O180

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SOCIAL ACTIVITY OF RURAL COMMUNITIES IN HUNGARY – EXPERIENCES OF RESEARCH CAMPS

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ABSTRACT

The social activity is the basic point of the successful settlement. To have a settlement operated appropriately and achieve sustainable development, it is vital to have a cooperative, active local community. Civil organizations have an important role in each phase of sustainable rural development and so can increase the quality of life. These organizations can significantly contribute to the recognition of local demands, to their forming, making them strategies and control of their realization. According to the authors a settlement can be successful in the long term only if its own (internal) image, thus the opinion of the people about their own settlement is positive. To achieve this, the settlement management needs to know how can work the local communities, how the locals perceive their own settlement, what do they regard as their strengths, weaknesses, dangers, opportunities. Therefore, this study gives a comprehensive overview about the social activity of the Hungarian rural communities. Among others, the main activities, the difficulties and some other important characteristics of rural social organizations will be presented. In addition, the opinion of the inhabitants of rural villages regarding the necessity and the reputation of these organizations has been mapped as well. To obtain the necessary data for this study, first an overall document analysis was done based on a wide range of scientific books, journal articles, research reports and territorial statistical databases. Besides, in the last nine years several research camps were organized in rural areas by the staff of Szent István University. The findings of this study are based on interviews made with the leaders of social organizations and other key actors of rural communities during the field researches. Moreover, questionnaire surveys among inhabitants of rural villages were conducted, too.

KEY WORDS

Social activity, civil organizations, sustainable development, rural community, Hungary

JEL CLASSIFICATION

Q01

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THE ROLE OF TOURISM TYPES IN THE CONTEXT OF RURAL DEVELOPMENT IN HUNGARY

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ABSTRACT

Various expressions are used in the international literature for tourism in rural areas, which mainly reflect what activities they focus on while realizing tourism. By national and international researchers and authorities, rural tourism is usually interpreted as a part of rural, agricultural, regional, environmental and tourism development as well, highlighting the interaction between these fields. The aim of our study is to have an overview on the role of tourism in the rural development, by collecting the various approaches. In our paper, we also focus on the situation of Hungary, since many rural areas consider tourism as a way to catch up, even if they do not have the necessary economic and social conditions and resources. Tourism is thought as the easiest development possibility for areas lagging behind, but it is a misleading concept. We believe that in many cases tourism can be an appropriate tool to revitalize rural areas, to keep and create rural jobs and to maintain services, but without an overall and long-term concept it is not possible to achieve sustainable development in the sector.

KEY WORDS

Agro-tourism, rural tourism, eco-tourism, complex packages, rural development, Hungary

JEL CLASSIFICATION

R58, Z30, Z32

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THE ROLE OF TRADE MARKS IN THE FIELD OF RURAL TOURISM

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ABSTRACT

As a result of the 2008 economic and financial crisis, a significant fall can be detected in the field of rural tourism. The Association of Tourism and Agrotourism (FATOSZ) jointly with the Ministry of National Economy have decided to improve the quality of the tourism product. Their common goal is to attract the target groups that participate in rural tourism back to rural Hungary. They would like to enhance the quality of accommodations and aim to meet the needs of the "responsible rural tourist" as well. The "responsible rural tourist" aspires to have the least possible effect on the environment and culture of the visited region. The responsible visitor minimizes the damage caused by himself and with his awareness of consumption promotes the local people's welfare. The responsible tourist shows great interest in the agrotourism and getting to know the local folk culture.

KEY WORDS

Rural tourism, local product, regulation, trade mark, responsible tourism

JEL CLASSIFICATION

R11, R38

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THE ECONOMIC ROLE AND OPPORTUNITIES OF HUNGARICUMS (NATIONAL VALUES) LIKE ENDOGENOUS RESOURCES IN LOCAL DEVELOPMENT

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ABSTRACT

On the one hand Hungaricums like specific national values play an important role in the Hungarian national identity; on the other hand they are considerable economic factors too. The majority of Hungarian specialties like local resources are linked to rural areas. In the rural policy of the European Union and Hungary it is a special priority to support the development based on endogenous, local resources. In our opinion, adequate economic utilization of the Hungaricums products and values can provide many opportunities for development of rural areas. After grouping the Hungarian national values our study is linked to two Hungarian products, Gönc “pálinka” (apricot brandy) and Tokaj wine. We explore how the various economic participants value the impacts of national and rural economic importance of Gönc „pálinka” and Tokaj wine like hungaricum products. Our research extends that the stakeholders what kind of opportunities can pair to special products which symbolized Hungarians.

KEY WORDS

Agriculture, tourism, local development, traditional local products, rural development, rural economy, national values, Hungary

JEL CLASSIFICATION

O13, J43, Q19

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ACCESSIBILITY AS A MAJOR DETERMINANT OF RURAL REGIONS

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ABSTRACT

Accessibility and proximity are two of the most important factors of regional development. Without well-developed transport infrastructure, goods, people and capital cannot flow between the elements of the settlement networks. There have been many studies dealing with the role and importance of motorway networks in regional development. This is an important issue, because government spend large amount of money aiming to improve the situation of both lagging behind and already developed countries. However, there is no clear evidence which would suggest that these financial resources are useful or not (or if so, to what extent?). This paper aims to present some relationship of lagging behind areas in Hungary, being mostly in the countryside, and their proximity of important spaces, such as the capital city (Budapest) and the centres of NUTS 2 regions. The paper concludes with evaluation of the research results, which can shed some light on the relationship of motorway infrastructure and regional development.

KEY WORDS

Accessibility, rural areas, transport infrastructure, Hungary

JEL CLASSIFICATION

O10, O18, R10

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SILVER TOURISM

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ABSTRACT

The silver economy is an area of growth. Almost all economic sectors are expected to benefit from the silver economy. Sectors like cosmetics and fashion, smart homes, ITC, health services (including medical devices, pharmaceuticals and eHealth), fitness and wellness, robotics services, finance and insurance, safety, culture, education and skills, entertainment, transport and of course tourism are expected to gain the most from the emerging new field of economy. The elder generation's enthusiasm for travel is growing rapidly. However, „senior tourism” is not yet a clearly defined segment. The elderly are a heterogeneous population group with different consumption demands that can only be met by a correspondingly differentiated range of products and services. As a result of the growing demand, senior tourists are foreseen to become a powerful consumer group in the near future. According to my research, they have their own preferences whilst travelling, and thus, the good understanding of their needs is becoming extremely important for silver tourism providers, especially because Europe is expected to be the biggest actor in the silver tourism market.

KEY WORDS

Age-friendly cities, medical tourism, silver tourism, silver economy, Hungary

JEL CLASSIFICATION

L83

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SESSION 8

**AGRICULTURAL UNIVERSITY EDUCATION, QUALITY
ASSURANCE AND HUMANITY STUDIES - ORGANIZED
SESSION BY THE PACAGRO TEMPUS PROJECT**



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of the European Union

BUTTER SAFETY IN TERMS OF TRACEABILITY

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ABSTRACT

In the process of production and subsequent storage butter can get antibiotics, salts of heavy metals, radionuclides, pesticides, as well as microorganisms that damage the quality of the finished product may develop and have a harmful impact on human health. The traceability system allows to detect the safety performance at all stages of butter production and its further storage. The safety performance changes of the consumption of animal feeding stuff, producing raw milk and cream for butter production, obtaining butter and its storage were discovered. It was found that the toxic elements, radionuclides, microorganisms are the most susceptible to changes in terms of traceability in the process of butter production.

KEY WORDS

Butter, safety, traceability system

JEL CLASSIFICATION

Q11, Q18

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INTERNATIONALIZATION AS A WAY OF ADDING VALUE AND ATTRACTIVENESS TO UNIVERSITY EDUCATION

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ABSTRACT

Internationalization in case of universities means creating links and strengthening cooperation with partners all around the world in order to ensure study or research opportunities with different aims and for various target groups, students as well as teaching and other staff included. The Faculty of Economics and Management of the Slovak University of Agriculture in Nitra, Slovakia is an active applicant in most of the published project calls. Several years of experience is used in managing and administering projects within the frameworks such as CEEPUS (Central European Exchange Program for University Studies), Erasmus+ (framework program for education, training, youth and sport), including Erasmus Mundus and TEMPUS programs. These possibilities offer study and research mobilities that benefit both the participants and the home and host universities, by providing feedback from their practice to be applied in future projects. The faculty supports the idea that a study stay during university studies shall be an essential part of the university studies for most of the students, thus in addition to short-term exchanges an International Master Double Degree Program in Business Economics will be provided jointly by the University of Agriculture in Krakow, Poland and the Slovak University of Agriculture in Nitra, Slovakia from the academic year 2016/2017. The paper includes information related to the project "Development of Public Accreditation of Agricultural programs in Russia (PACAgro) 2013-2016" (Project No. 543902-TEMPUS-1-2013-SK-TEMPUS-SMGR, co-funded by the Tempus Programme of the European Union).

KEY WORDS

Internationalization, education, mobility, CEEPUS, Erasmus, TEMPUS

JEL CLASSIFICATION

A23, A29, I2, I20, I21, I23, I25

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THE PROBLEM OF CHEATING AND PLAGIARISM OF STUDENTS AT THE FACULTY OF ECONOMICS AND MANAGEMENT OF SUA IN NITRA

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ABSTRACT

Cheating on different levels of education is not new in our country. Students of primary schools use various illegal aids. Many students have no problem to use cheat sheets even in universities (it's not only a problem of full-time students but external students too). A possible cause may be that some subjects are considered as unnecessary for students, so they try to circumvent them in other ways. Another cause may be the actual value of education itself – students rarely realize that each acquired knowledge or fact can become handy later in their life. However they resort to cheating not only on crediting tests or exams, but also in creating a variety of term projects. The main issue solved in this article is cheating and plagiarism of students at the Faculty of Economics and Management in Nitra, because the results of the questionnaire survey suggest that it is relatively a big problem.

KEY WORDS

Cheating, plagiarism, students, universities

JEL CLASSIFICATION

I21, I23

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SOME REMARKS ON LEARNER AUTONOMY IN ESP CLASSES

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ABSTRACT

Nowadays, new approaches and methods are used in the field of foreign language teaching and learning. The approaches and methods take into consideration individual differences among students and support their independence in the process of foreign language acquisition. These individual approaches are based on respecting learners' specific features, developing their personality and supporting their activity in the classroom. Learner autonomy is also considered to be one of the above mentioned approaches. The article presents the results of the experiment based on integrating the principles of autonomous approach into ESP (English for Specific Purposes) classes at the Department of Languages, Faculty of Economics and Management, Slovak University of Agriculture in Nitra.

KEY WORDS

Authentic texts, ESP, experiment, learner autonomy, learner training, vocabulary

JEL CLASSIFICATION

I, I23

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INTERCULTURAL COMMUNICATION BETWEEN CHINESE AND SLOVAK MANAGERS

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ABSTRACT

Recently the political, economic and educational contacts between the People's Republic of China and the Slovak Republic have been intensified. Chinese language has been taught at the Slovak University of Agriculture since 2014. In order to overcome the cultural limits in the international business negotiations we will concentrate attention on the cross-cultural communication between Chinese and Slovak managers as the successful negotiations require the careful consideration of cultural differences and business etiquette. This article will focus on the behaviour at meetings, verbal and nonverbal communication including some useful suggestions to Slovak and Chinese negotiators involved in the intercultural business negotiations.

KEY WORDS

Cross-cultural communication, cultural factors, intercultural business negotiations, verbal and nonverbal communication, China, Slovakia

JEL CLASSIFICATION

F16, I25

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QUALITY ASSURANCE OF AGRICULTURAL UNIVERSITY EDUCATION IN RUSSIA AND EUROPE

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ABSTRACT

The article attempts to determine main assurance instruments of agricultural university education in the European Union and the Russian Federation. First of all authors compare significance of agriculture for economies and its productivity for last 10 years. As far as attending the sustainable agriculture is not possible without high qualified staff, agricultural universities have to provide economy with them. Russian and European approaches to the agricultural university education are different but have a lot of similarities. According to leading ratings authors chose top ten agrarian universities of Russia and Europe, analyzed their system of quality assurance. As a result there are five most popular instruments of quality assurance in agricultural university education of Russia and Europe: licensing; governmental accreditation; certification according to ISO 9001, ESG; rating among agricultural universities; public accreditation. In conclusion authors proposed to create an Agriculture Employers Union, aggregated organizations from different fields of agriculture. It can work out requirements for graduates of agricultural universities and accredit educational organizations. Level of employment assistance in agricultural universities, which would have this type of accreditation, could be the best guaranty of high quality of education.

KEY WORDS

Agricultural university education, quality management system, quality assurance, Europe, Russia

JEL CLASSIFICATION

A209

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THE DEFINITION OF ENERGY INTENSITY OF LIVING LABOUR OF THE EMPLOYEE

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ABSTRACT

The results of labour intensity calculations for a specific employee with the use of normative documents are presented. The indicators of average energy intensity of labour calculated for all categories of workers, depending on sex, age, body weight and physical activity ratio are presented.

KEY WORDS

Labour intensity, physiological energy norms, physical activity ratio, average energy intensity of labour, costs, prices

JEL CLASSIFICATION

J79, L51, O13, O15, Q19

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MATHEMATICAL COMPETENCES AS A PART OF EDUCATIONAL OBJECTIVES IN ECONOMICAL AND TECHNICAL STUDY PROGRAMS

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ABSTRACT

The main aim of this paper is to present mathematical competences as a part of educational objectives in the curricula of study programs focusing on economics and technics which are provided by the Slovak University of Agriculture in Nitra. There is a trend of reducing the number of hours of contact teaching and this leads to the search for more effective methods and forms of education. In particular, mathematical subjects give us opportunities to use new elements, which are based on the implementation of IT tools and e-learning, in the educational process. Especially the graphical interpretation of tasks via information technology improves the imagination of students, develops their creativity and increases their motivation to study mathematics and an application in mathematics. This involves updating of objectives of mathematical education at universities and modernization of teaching methods by using the information technology. In the economic and technical study programs, compulsory courses in mathematics are included in the first year of the bachelor degree and are completed by passing the exams. The assessment of the level of mathematical competences of students is possible by means of the final grades of their math tests. In this paper mathematical competences of students have been compared through final grades in winter and summer semesters in the period of several academic years.

KEY WORDS

Mathematics competences, objectives of education, study programs, study outcomes, information technology, e-learning, mathematical software

JEL CLASSIFICATION

A23, C02, I21

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NEURODIDACTICS AND ITS UTILIZATION IN THE FIELD OF LANGUAGE TEACHING

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ABSTRAKT

Mastering one and more foreign languages is nowadays considered one of the key prerequisites in the life of every young person in order to obtain employment and to establish oneself as an expert in work. This task has to be fulfilled by schools, unless an individual has an opportunity to learn more languages in one's native environment. Compulsory foreign language education depends on the given country circumstances. A traditional teaching model 'a teacher – a textbook – a student' is gradually replaced by some newer methods. Another interdiscipline was recorded in the field of education in the 1980s of the 20th century, which is known as neurodidactics. Neuropedagogy and neurodidactics are becoming more popularized nowadays and they are by many considered to be a revolution in education. Neuroscientific discoveries also mean a new view on education, personality of a learner, his or her motivation to learn foreign languages and to acquire foreign language competence.

KEYWORDS

Neurodidactics, foreign language, brain, stimulation of brain cells

JEL CLASSIFICATION

I23

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THOUGHT LEADERSHIP AS AN INNOVATIVE WAY OF TEACHING

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ABSTRACT

Thought leadership and the synthesis of information is a comprehensive approach, which encompasses the educational approaches evolving mainly the work with information. Thought leadership is a relatively new method of teaching, which is closely linked with the critical and synthetic thinking, which is required for the creation of expert strategies and visions of thought leadership in the given area. It is considered to be a pedagogical approach oriented on the student, including learning, solving of problems and making of decisions based on questioning, investigating, exploring, searching, discovering and with that related abilities. For the student, it allows the acquirement of skills needed for gaining the knowledge and information database, needed for its further use and development. "Thought leader" is a person recognized as an authority in the given area; whose opinions are searched and appreciated by others. From the students, with this method of teaching, it requires the usage of structures which are created by experts, which are the starting basis for the critical reflection on the situation, problem or process. Students have the task to synthesize the data and information from various sources (primary or secondary research) with the aim to develop a strategic view of the solved problem. The teacher determines that range of topics that the student could demonstrate his critical thinking and ability to assess and evaluate the information. The method of thought leadership and synthesis of information was for the first time used at the Faculty of Economics and Management of Slovak University of Agriculture on the study program of Business Entrepreneurship in the exercises of two selected objects. The method was incorporated into the practice of these subjects in order to maximize the involvement of students in solving tasks during the exercises, developing their independence, creative thinking and the ability to bring the solution of the task/assignment to the end. The main aim of the present paper is to highlight the importance of the method of Thought leadership and synthesis of information in the teaching process of subjects in the study program of Business Entrepreneurship, its practical application in the solution of specific tasks given by the teacher, to assess the survey conducted by students, to handle the strengths and weaknesses of innovative teaching methods based on the opinions of students and teachers and to recommend proposals for its efficient use. The present paper is a result of the project of TEMPUS, no. 543902-TEMPUS-1-2013-UK-TEMPUS-SMGR Development of Public Accreditation of Agricultural Programs in Russia.

KEY WORDS

Thought leadership, synthesis of information, innovative teaching method, critical and synthetic thinking.

JEL CLASSIFICATION

I20, I29

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MATHEMATICS STUDY OUTCOMES AS AN INDICATOR OF THE QUALITY OF THE UNIVERSITY EDUCATION

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ABSTRACT

The main aim of this contribution is to analyze the study outcomes in mathematics, which are an important indicator in assessing the quality of university education. We focused on students' knowledge in solving the tasks of mathematical analysis and linear algebra. Method of statistical testing of hypothesis was used to evaluate and analyze the results of students in selected tasks. The obtained number of points in math tasks became the object of hypotheses which were verified by methods of F-test and t-test. Knowledge and skills acquired from mathematics will be useful basis for the study of another exact methods and procedures from mathematics and statistics. It is assumed that students will apply these methods in the analysis of empirical data in the bachelor and diploma theses.

KEY WORDS

Mathematics education, study outcomes, quality of education, statistical hypothesis testing, employment of graduates, food science

JEL CLASSIFICATION

I21, C12, C60

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FROM MULTIMEDIA TO VIRTUAL WORLDS - INNOVATIVE LEARNING AT SLOVAK UNIVERSITY OF AGRICULTURE

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ABSTRACT

The project PacAgro (543902-TEMPUS-1-2013-SK-TEMPUS-SMGR) aims to develop the Public Accreditation of Agricultural Programs in Russia. One of the important part in the quality high education represent the didactical tools and methodologies. Multimedia, information and mobile technologies or virtual reality bring new forms of learning materials or assignments, which, besides the fact that are available anytime and anywhere, fundamentally changing the way of education. Slovak University of Agriculture in Nitra thanks to participation in the several projects supported by European Commission, has implemented innovative methods of education and make the educational process more attractive by using multimedia, mobile technology and virtual reality. The “FITR – Food Incubators Transforming Regions” comprises unique training curriculum and course materials to successfully establish and manage food incubator hubs to cater for the growing numbers of emerging food entrepreneurs who are in urgent need of a place to produce, learn and grow. It targets community drivers, development agencies and VET bodies. The “RUBIGAS – Agrobiogas as an alternative source of energy in rural areas“, through innovative training materials, transfer of know-how and acquisition of new skills and competencies of farmers and employees of agriculture sector, focuses attention on support educational efforts to disseminate knowledge on agricultural biogas plants and renewable energy sources. The “MobiVET 2.0 – Mobile Web 2.0 e-Training for Vocational Education Trainers“ aims to fill the online training gap between the self-directed learners and VET trainers by developing m-learning 2.0 knowledge and skills of the trainers thus turning them from in-class trainers to skilled online tutors. The „AVARES – Enhance attractiveness of renewable energy training by virtual reality aims to create innovative learning methodologies and integrate them with traditional learning. The developed Hybrid Educational Platform combines traditional learning procedures offered to students via LMS Moodle with learning procedures delivered to students in 3D Virtual World.

KEY WORDS

Innovative learning, mobile technology, virtual reality, accreditation

JEL CLASSIFICATION

I2

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MATHEMATICS AND STATISTICS IN GLOBAL EDUCATION

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ABSTRACT

Education, aimed at more thorough understanding of diversity and inequality in the world and at the causes of their existence and possible solutions to problems associated with them, is called global education. This new educational approach is gradually being implemented at all levels of education in order to bring about changes in attitudes towards these phenomena and processes in the global world and encourage solving global problems. Its implementation into courses at universities is necessary since university students are expected to have competencies that allow them to see phenomena and processes in a global environment and actively help them to solve problems in the global world. Since a relatively simple mathematical apparatus can reveal various and complicated social and economic processes, its implementation into subjects of mathematics and statistics is inevitable. The use of mathematical and statistical methods allows not only a detection of the occurrence of certain phenomena in the new global environment, but indirectly calls for particular attention. In the paper we present some problems that could serve as suggestions for the use of mathematics and statistics in training university experts for practice in a global environment.

KEY WORDS

Global education, mathematics, statistics

JEL CLASSIFICATION

C020, I23, I210, I240

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COMPETENCE REQUIREMENTS OF EMPLOYERS TO GRADUATES OF AGRO-ENGINEERING UNIVERSITIES (SPECIALTIES)

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ABSTRACT

According to the conducted research and expert estimations, in order to form the required adequate competences of potential workers, the graduates should know and be able to apply the received fundamental scientific, socio-economic and agro-engineering knowledge as a basis for professional activities, should have the experience of using universal methods of engineering analysis, intelligent technologies and methods of computer analysis in solving complex engineering problems in agricultural production. However, the involvement of individual employers cannot be considered as a sufficient measure for assessing the quality of higher education, because employers often tend to judge the quality of graduates in terms of a particular sphere of activity, profession, occupation, or even their own company. It is therefore necessary to involve the public employers' organizations.

KEY WORDS

Agricultural engineering, competence, education quality criteria

JEL CLASSIFICATION

A29

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EVALUATION OF THE INDICATORS OF PROFESSIONAL PUBLIC ACCREDITATION OF AGRICULTURAL STUDY PROGRAMS

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ABSTRACT

The article discusses the results of the analysis of the accreditation indicators used in the quality assurance systems of Russia and Europe. The indicators of professional public accreditation of agricultural programs were developed based on the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) within the TEMPUS Project «Development of Public Accreditation of Agricultural Programs in Russia» (PACAgro). The indicators provide for the implementation of requirements and employers' participation in the evaluation of study programs. The article describes a list of indicators and introduces the methods for their assessments. A system for the indicators' assessment when conducting external and internal review during professional accreditation of study programs was developed based on the scale grading from 0 to 3 points.

KEY WORDS

Accreditation, agricultural programs, external and internal review, indicators, assessment methods

JEL CLASSIFICATION

I21, I23

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RETROSPECTIVE VIEW ON TEACHING THE SLOVAK LANGUAGE AT THE SLOVAK UNIVERSITY OF AGRICULTURE IN NITRA

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ABSTRACT

The paper deals with teaching Slovak at the Slovak Agricultural University in Nitra with the emphasis on the period from 2000 up to now. It provides an analysis of this period in different areas – the courses, teaching methods, teaching materials, an interest of students and their academic performance, the impact of research activities on the educational process and international relations – using archive materials of the Department of Foreign Languages, the Rectors office and the authors' own materials. At the same time it points out the relations among these areas, their interaction as well as tendencies and perspectives of the Slovak language.

KEY WORDS

Teaching Slovak language, courses, textbooks, number of students, study results, international cooperation, research work, evaluation and tendencies

JEL CLASSIFICATION

I2, I23

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E-PERFORMANCE OBSERVATION IN TEACHING FOREIGN LANGUAGES

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ABSTRACT

Teachers constantly try to increase students' interest and their motivation to learn effectively to fulfil high requirements of national as well as international labour market. They look for innovative ways and possibilities of how to use the findings of technological progress in their teaching process to achieve educational goals. One of the latest methods is observation of students' learning performance carried out in electronic courses (so called e-performance observation) which significantly differs from a traditional observation realized in face-to-face contact teaching. We applied it in teaching English to higher education students. The results obtained from conducted action research confirm our assumption that the use of e-performance observation provides teachers with a faster collecting and storing of relevant data and accurate recording of learning outcomes.

KEY WORDS

Action research, e-performance observation, teachers, the internet

JEL CLASSIFICATION

I23

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SELECTED PROBLEMS OF SUGAR BEET GROWING IN SLOVAKIA

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ABSTRAKT

Sugar beet is a technical crop of the temperate zone which is predominantly used for the sugar production in our country. In industry it is also utilized for the production of bioethanol and molasses. The use of this crop is significant in pharmacy and forage growing, too. At our territory sugar beet ranges among the cultural crops with the long-time growing tradition and the subsequent processing in the sugar industry. Since the accession of the Slovak republic into the EU the sugar industry in Slovakia has been influenced significantly by the regulations of the common organization of sugar market which regulates the quantity of produced sugar by the system of the assigned domestic quotas. Recently a slight increase of sugar beet harvesting area as well as sugar beet production has been recorded, however, sugar production has fluctuated. In the sugar beet season 2013-2014 190 growers grew sugar beet with the average saccharinity of 16.80 %. Sugar beet was processed in two sugar refineries - Považský cukor, a.s. in Trenčianska Teplá and Slovenské cukrovary, ltd. in Sered' with the processing capacity of more than 10,000 tonnes of sugar beet per day. Both sugar refineries produced totally 172,568 tonnes of sugar and they exceeded the production quota by 60,248.5 tonnes (53.6 %). Our paper deals with the evaluation of the selected economic and marketing indicators of sugar beet growing in 2008-2014.

KEY WORDS

Sugar beet, harvesting area, costs, production, producer price, rentability, Slovakia

JEL KLASIFIKÁCIA

Q13

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PARTNERSHIP EXPERIENCE BETWEEN RUSSIAN AND EUROPEAN UNIVERSITIES IN AGRARIAN PROFILE EDUCATIONAL PROGRAMS QUALITY PROVIDING

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ABSTRACT

Agrarian profile educational programs quality providing in Russian and European universities is crucial for the development of agricultural production. They must meet the requirements of employers. The international project "Development of professional public accreditation system of agrarian (agricultural) profile educational programs in the Russian Federation» ("Tempus-PACAgro") brought together representatives of Russian and European universities with the aim to reform the system of quality assurance. The project involves representatives of employers. The participation of representatives of Russian universities in the Erasmus Mundus program provides additional opportunities to study the experience of European universities. An important task for the Russian and European universities is to develop new opportunities for cooperation in order to guarantee agrarian profile educational programs quality providing. Primarily it is participation in the double diploma degree programs that promote mutual understanding and trust between universities-partners, laying the foundations for long-term cooperation, leading to the search for tools to improve the quality of education.

KEY WORDS

Agricultural university education, quality providing, European countries, Russia

JEL CLASSIFICATION

I2, I20, I21, I23

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ROLES OF BUSINESS ETHICS IN NEW GLOBAL ECONOMIC ENVIRONMENT

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ABSTRACT

Business Ethics is one of applied ethics and its contemporary task is to morally regulate activities of economic subjects in a new global economic and social environments. Business activities within this environment are connected with many immoral practices leading towards global inequalities, global social thunders, and conflicts or deepening some of the global problems. The business ethics focuses on the fact that in attempt to succeed in the market and global competition, economic subjects forget about the principal role of economics which is to satisfy the needs of citizens in the world and take part in development and improvement the quality of their lives. It clarifies the need to examine business activities from the point of view of ethics and take into consideration also the global ethos in a new global economic environment. Furthermore, it proves the need to morally regulate business activities so that business subjects realized their activities in a global environment responsibly towards all members of business as well as towards the nature. Last but not least, the role of the business ethics is to warn contemporary and future entrepreneurs so that moral behaviour of entrepreneurial subjects represents one of instruments of increasing competitiveness.

KEY WORDS

Business ethics, new global economic and social environments, business activities, immoral practices, morally regulate

JEL CLASIFICATION

I125

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CONCEPTUAL MODERNIZATION AND METHODOLOGICAL SUPPORT OF COURSES IN HIGHER EDUCATION PEDAGOGY AT SLOVAK UNIVERSITY OF AGRICULTURE

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ABSTRAKT

The paper is aimed at the field of higher education pedagogy. There is description of the actual state of university pedagogical staff preparation and training and also describes the requirements for the profession of teacher in higher education. It deals with the latest educational needs of the staff and describes the transformation of the pedagogical and psychological preparation of the university teachers in Slovakia, particularly at Slovak University of Agriculture in Nitra. Some results of the survey among university teachers aimed at their educational needs and satisfaction with the courses in higher education pedagogy are available in the paper. The results originated as the outcome of the research project KEGA no. 026SPU-4/2013 “Conceptual content modernization and technical support of Higher Education Pedagogy Course for teachers at technical universities”.

KEY WORDS

Higher education pedagogy, university teachers, conceptual change, improvement of higher education quality, didactics of higher education, educational and psychological preparation

JEL CLASSIFICATION

I20, I21, I23

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SESSION 9

**INFORMATION AND COMMUNICATION
TECHNOLOGIES**

INFORMATION AS A BASE OF INFORMATION AND COMMUNICATION TECHNOLOGIES

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ABSTRACT

This article deals with an issue of information and measurement of its quantity. In the presented article fundamentals of the information theory will be presented. Marginally, authors will also be dealing with mathematical fundamentals of quantification of information and the attention will also be paid to some specifics of the rate of information. The main motive of the article is to clarify chosen specifics of the rate of information that will be shown on simple examples from educational practice. As a subject of quantification, statements regarding to the phenomenon of "Roll of the dice" will be used. Through application of well-known mathematical relations and conditions authors try readers to understand problems of the measurement of information and highlight its specifics in the group of commonly known rates. The conventional theory of information is supplemented by selected examples such a way that readers should understand basic principles of the theory of information.

KEY WORDS

Information, rate, quantification, statements

JEL CLASSIFICATION

A33, C89, Z00

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UNIVERSITY NETWORK WITH SECURITY ASPECTS AND REDUNDANCY TO ISP

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ABSTRACT

In this paper, we want to show the use of modern technologies for communication among individual DTCs, especially for the communication model and the technique, based on the fibre optics. This new concept, so called Wavelength division multiplexing (WDM), uses multi wavelength approach for the communication on a single optical fiber. Further, we deal with the main causes of a possible communication breakdown among DTCs and to ISP and suggest corresponding solutions for their elimination. We consider the cloud consisting of the whole bulk of communication, among its all blocks, virtualized machines (VMs), data processing, their content, sharing and access planning to individual communication. At present the most spread model of the failure elimination is the artificial built in redundancy of active and passive component parts of the communication network.

KEY WORDS

Availability, communication, datacenters, network, security

JEL CLASSIFICATION

L86, D85, L63

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MANAGEMENT OF IT ENVIRONMENT END USERS AND THE IMPACT OF NEW TECHNOLOGICAL SOLUTIONS

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ABSTRACT

The paper deals with the effects of current technological solutions ensuring and providing IT services and resources to end-users in corporate environments. Current trend of use and mainly of providing access to corporate data and resources from any location changes previously clearly defined working environment and requires defining of new rules of their administration and security. While the management of end-users' desktops is usually realized with a uniform procedure, in case of necessity of expansion the possibilities of access to corporate data are missing, or more precisely, there are not well-defined working rules and the security rules. An important part remains enhancing of the safety awareness of employees as the safety of IT resources and services depends mainly on the way of using. The object of the contribution is providing the information about the way of the management of the IT environment of end-users on the Faculty of Economics and Management of Slovak University of Agriculture in Nitra.

KEY WORDS

Cloud computing, end-user computing, IT security, management IT, Microsoft Deployment Toolkit, mobile computing

JEL CLASSIFICATION

C63, M1, O33

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INFLUENCE MOBILE DEVICES TO THE EDUCATIONAL PROCESS

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ABSTRACT

Mobile devices definitely belong to new learning technologies that offer great scope for learning. The rapid development of information and communication technologies and globalization itself also contributed to significant changes in the learning process. The traditional paradigm, procedures, methods that have been used for centuries, of course, they are no longer sufficient in such a large exponential growth of information. Requirements to improve the efficiency of the educational process have increased significantly. The main content of the article is characterized by mobile and impact of educational learning.

KEY WORDS

E-learning, generation Z, mobile learning, mobile app

JEL CLASSIFICATION

M30

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SESSION 10

**FOOD MARKETING AND CONSUMER STUDIES
ORGANIZED SESSION WITHIN FOODCOST
INTERNATIONAL WORKSHOP „BRIDGING TRADITIONS
WITH NOVELTIES“**



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THE MARKET OF MILK AND DAIRY PRODUCTS IN RUSSIA: PECULIARITIES, TENDENCIES AND PROSPECTS OF DEVELOPMENT

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ABSTRACT

In the Russian dairy industry and the associated industries employ more than 21 thousand organizations and more than 1.2 million people, milk and dairy products up to 15% of the turnover of retail trade networks. In the 90 years the production of milk and dairy products is characterized by significant decrease of production volumes, which in the crisis years declined by 45.16 %. In 2014 in comparison with 2013 witnessing a slight increase of production volumes of milk and dairy products. In General, the production declined faster than consumption of products. In 1990, per capita consumption of milk and dairy products was 370 kg per year, in 2014 this figure was equal to 243 kg. Consumption of milk and dairy products is mainly due to the reduction in real incomes. In 2014, the level of incomes of Russians decreased by 6 %, the level of costs fell by 5.4 % compared with 2013. Consumer research showed that in 2014 the growth of prices for food products led to an increase in the number of families and households, which redistributed the family budget in favor of only the most necessary food, the number of families and households, which had a consumption of some foodstuffs increased by 11 %, and the number of families and households that consider their income sufficient decreased in 2014 by 8 %. The steady increase in consumption over total production led to the growth of imports of milk and dairy products, which in the period from 1990 to 2014 as a whole increased by 11.84 %, and in 2014, in comparison with the previous year, the volume of imports decreased by 3 %. To clarify the qualitative and quantitative characteristics of buyers and consumers of milk and dairy products, we carried out marketing research of consumers of milk and dairy products.

KEY WORDS

Market of milk and dairy products, production and consumption of milk and dairy products, prices for milk and dairy products, behavior of the consumers of milk and dairy products, Russia

JEL CLASSIFICATION

C10, C83, M31

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DEVELOPMENT AND LEVEL OF CONSUMPTION OF CHOSEN FOODS IN SLOVAKIA AND AUSTRIA

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ABSTRACT

Analysis of food supply and demand is a valuable part of everyday decision making of consumers, primary producers, food producers and retail chains. The basic indicators that allow evaluating the level and development of living standards in the country are disposable cash income, consumption expenditure on food, housing, clothing, rent, energy and medical care. The paper points at the development of expenditure for food and consumption of chosen foods in Slovakia and compares it with Austria. Expenditure on food and non-alcoholic drinks in Slovakia is 23.1 % and excess food and consumer spending in Austria by 19.1 %. On the other hand the transport expenses in Slovakia were by 50 % lower in comparison with Austria. Structure of the other obligatory expenses in both countries was developing comparably identical. The most significant differences are in the level and development of achieved average income. For example, in 2013 the average monthly wage in Slovakia accounted for only 47.55 % of the salary in Austria (€ 1,737). Development of material level of food consumption is differentiated and recording the differences in the consumption of milk, which is all higher in Austria by 63.3 % (76 , 9 kg), cheese consumption by 45.0 % (20 kg) beef by 37.1 % (12 kg) and fruit by 73.1 % (75.5 kg) and 45.2 % of the vegetable (113.6 kg). In Slovakia is the only higher consumption of poultry and substitutes the demand for pork and beef in particular.

KEY WORDS

Consumption of chosen foods, expenditures for food, housing, energy, development of average wage, Austria, Slovakia

JEL CLASSIFICATION

Q13

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FOOD CONSUMPTION BEHAVIOUR IN SENIORS' SEGMENT

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ABSTRACT

The goal of our paper is the identification of the determinants impacting food procurement process of older customers and to propose some recommendations to retail managers aiming at better consideration and meeting the expectations of the older people. To evaluate the effects of particular factors and explore the beliefs and expectations that influence food consumption, we applied the qualitative research methods with five focus groups aiming to provide an in-depth, complex understanding of how seniors see and interpret their satisfaction. The qualitative analytical approach chosen in our research was thematic content analysis. The purpose of employing focus groups lies in selecting information-rich cases for study in depth. Sampling design therefore was more purposive rather than random. The research questions posed by the research have arisen out of the need to gain insight into aspects of seniors' consumption behaviour. Respondents described how their past, health obstacles and standard of life influenced their present views on food. The findings from group interviews were supported by the results from a questionnaire. From a retail management and marketing point of view our findings call for a stronger consideration of seniors' customer segment in food offerings and store layout. Both qualitative and quantitative results revealed that age dimensions influence perceptions and behaviour related to food consumption.

KEY WORDS

Food consumption, seniors, shopping behaviour, retailing

JEL CLASSIFICATION

M30

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CONSUMER BEHAVIOUR ON THE MARKET OF FOOD SUPPLEMENTS

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ABSTRACT

The topicality of the subject has been shown by the fact that the number of food supplements has been increasing in the last few years. These products are different from the traditional food products and the risks associated with them may also differ from the traditional food risks. On one hand, the typical food risks still apply; on the other hand dietary supplements can have significant nutritional risks since they contain special ingredients which may be dangerous if they are not consumed properly. Meanwhile, on the market customers are given significant amounts of information about food supplements, but this information sometimes can be misleading and may influence consumer habits. The aim of our research therefore is to examine the consumption patterns of adult dietary supplements users, highlighting some of the determinants of food safety as well, such as quality, availability of information and risks. Within the framework of primary research, focus group interviews were conducted and a survey was also used. Based on both the focus group and the survey results, it can be seen that uses of food supplements are judged differently by the respondents. Consumers of food supplements are motivated by different reasons and they attach different degrees of importance to the roles of these products. In data processing, factor- and cluster analysis were used to segment consumers based upon how they consider the use of food supplements. Four homogenous groups were identified among the respondents in the market of food-supplements and the research examined which consumer characteristics were applicable to each group. Within each group the elements of marketing-mix were also identified and analysed.

KEY WORDS

Functional food, segmentation, consumer behaviour, information, risks

JEL CLASSIFICATION

Q13

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THE ATMOSPHERE AND ITS IMPACT ON CONSUMER BEHAVIOR IN FOOD STORES

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ABSTRACT

Today's fast paced times, which brings constant changes in fashion trends, technological innovations but also transformation of lifestyle itself, forces retailers to continually adapt to these facts. Innovations and changes of this kind are more than necessary. Whether it is the need to maintain the attractiveness of the store in the competition of new operations with similar focus, or it is a necessity to implement some changes to update the technical infrastructure and reduce operation energy consumption. Functionality of retail operation has to do largely with its architectural and design solution that the customer must first reach and attract to the store, and then motivate them to purchase. Even shopping atmosphere has recently become more important. Many stores are based on the fact to have the most comfortable atmosphere that forces the customer to stay in the store as long as possible. Sellers are also trying to make from the shopping an experience. It is necessary that the customer feels in the store satisfied. Just shopping atmosphere and its control could help to higher customer satisfaction. It is therefore very important to monitor the fundamental factors that affect the atmosphere in the store. The paper deals with the examination of selected elements of the shopping atmosphere and its impact on consumers in grocery stores operating in Slovakia. Research integrates the questionnaire survey and observation in real terms of selected retail operations. Based on the findings we suggest in paper conclusion proposals concerning the adaptation of selected factors affecting the atmosphere in order to improve the overall well-being of customers and hence their satisfaction during shopping. The paper is the result of primary and secondary research within the national project VEGA1/0874/14 "The use of neuromarketing in visual merchandising" and international educational project "Erasmus+ Strategic partnerships – Food quality and consumer studies" Nr. 2014-1-SK01-KA203-000464.

KEY WORDS

Shopping atmosphere, customer, lighting, sound, smell

JEL CLASSIFICATION

M31

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PROSUMER ATTITUDES AS A NEW COMPONENT OF CONSUMER BEHAVIOUR ON THE FOOD MARKET

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ABSTRACT

The main objective of the study was to identify signs of prosumer attitudes of food products consumers. In recent years a dynamic changes in consumer's behaviour has been observed. Consumers of the XXI century are active representatives of the demand side, who find themselves quite comfortable in extensive world consumption. They also turned from the passive clients into a well-informed in the market offer consumers. The increase of knowledge and consumers awareness is the result of the rapid development of technology, in particular common access to the Internet. Consumers also engage themselves in cooperation with the producers. Active attitude of the consumers to co-creation of the market offer nowadays is defined as the phenomenon of prosumption. Consumers, previously passive recipients of the product manufactured by the company, take over part of the product development process on themselves. On the other hand, producers through communication with consumers, encourage them to introduce their ideas. An important aspect of accompanying these relations is partnership cooperation.

KEY WORDS

Prosumption, consumer behaviour, food market

JEL CLASSIFICATION

D19, M39

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CURRENT TRENDS IN THE GLOBAL WINE MARKET

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ABSTRACT

This paper aims to subsidise to the understanding of the current trends in international wine trade focusing on the period from the year 2000. Further this paper presents the position for wine production, trade and consumption of the European traditional producers and the new world wine producing countries. Since 2000 the wine trade has grown-up significantly. Its structure has experienced key changes. These changes are determining the current competitive scenario of the wine market and they are the base elements for its future development. The paper analyses the growth of world wine imports, considering all wines together and the single categories recognized by global statistics (bottled, bulk). It also describes the changes in the geography of importers with the development of new markets and the new world wine producing countries and the competitive performance. The bulk wine trade, trade in bottles and the re-export of wine are also analysed. Finally, on the basis of the significant trend in wine consumption and changes in the supply chain, the critical subjects arising from analysis are observed.

KEY WORDS

Trends, market, trade, production, wine, packing

JEL CLASSIFICATION

M31, Q13, Q17, F6

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PRODUCER'S ORGANIZATION AND DIGITAL TECHNOLOGIES FOR FARMS' COMPETITIVENESS

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ABSTRACT

The agricultural sector is characterized by increasing complexity and several factors could have a negative impact on agricultural small and medium-sized enterprises' (SMESs) competitiveness. There are two way to improve farms competitiveness: dimensional growth, achievable through the horizontal aggregation of producers (POs), and innovation, achievable through Information and Communication Technologies (ICT). Although several studies have pointed out the positive influence of ICT tools on SMEs performances growth, there is a lack of works concerning the way POs use ICTs web based in order to improve innovativeness and competitiveness of their small farmers. After a preliminary literature review regarding the main drivers for the adoption of ICT and technological innovations in agriculture, an exploratory analysis was performed through a set of in depth interviews to opinion leaders in associated farms of a PO. This qualitative methodological approach aims to investigate the POs contribution in enhancing process or product innovation, improving competitiveness and transferring knowledge, among the associated farms through the use of ICT tools. Findings confirm the main hypothesis on which this study is based upon and are supported by theoretical implications shown in the literature review.

KEY WORDS

Competitiveness, digital web based technologies, innovation, knowledge transfer, producers Organizations (POs)

JEL CLASSIFICATION

O13, O32, O47

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CONSUMERS SHOPPING BEHAVIOUR IN THE NITRA CITY

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ABSTRACT

Consumers shopping behaviour is an important sociological phenomenon seen as a manifestation of consuming way of live. Its character is largely influenced by the society in which the consumer uses goods and services. The rate of consumer behaviour is influenced by the availability of goods, sales culture, offer of sales concepts, real household income, lifestyle, and marketing activities of sellers. It affects not only the economy, but also it has significant social and cultural impacts. In specific cases, it also has an important spatial function in terms of catchment areas to the selected shopping centre. At present, shopping behaviour of the population directs towards a modern type. It is characterized by emotive purchases and a consumer is influenced e.g. by advertising, purchases discounted product, numerous purchases in a single day, has high demands on quality of goods and shopping comfort, optimizes the ratio between price and value of goods, prefers large-scale retail shops and regularly uses car for shopping. The paper presents the results of the behavioural survey in the city of Nitra in the category of personal consumer in 2014 with the aim to confirm the presupposition of the modern type of behaviour of the Nitra consumers.

KEY WORDS

Stages of development of retail network, consumers shopping behaviour, catchment area of shopping centre

JEL CLASSIFICATION

D1, D3, R2, R3

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SESSION 11

**MARKET RESEARCH, NEW TECHNOLOGIES
AND INTERDISCIPLINARY APPROACHES
ORGANIZED SESSION WITHIN FOODCOST
INTERNATIONAL WORKSHOP „BRIDGING TRADITIONS
WITH NOVELTIES“**

FOODCOST



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TIME FACTOR AS ONE OF THE ASPECT THAT INFLUENCES SHOPPING IN THE FOOD STORES

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ABSTRACT

The consumer purchasing behavior is changing every year due to the development of information, communication technologies and due to the influence of micro-moments, i.e., the amount of time in selecting, decision and purchasing of products or services. The buying in the shop accelerated and some customers spend less time in the shop, because before buying in the store, some of them have done detailed research on the Internet. The process of buying decisions, and factors which affecting on consumer preferences, the purchase itself to shopping evaluation of the usefulness of a product or service are a part of theory, which is called "consumer behavior". The decision about the purchase of goods depends on the number of various cases of individual factors, of consumer's perception, environmental factors, the environment in which he lives, or on the people with them he meets. To the factors that have a dominant influence on the decision-making process and ultimately on the purchase of goods also belong the situational factors too, such as time spent for buying. Time is a factor that is important, as for the seller, as well as for the customer. The customer satisfaction plays an important role for the seller, which is a defined by living up to his needs and wishes and whose achievement is nowadays becoming more and more challenging. On the one side, he must constantly expand the product range and create conditions for cultural, experiential purchase, which is a form of relaxation and on the other side, he adjusts the location of daily consumption goods, so that their purchase has been possible to realize as soon as possible and also to operate the cash register systems in such a way, that the more hurried customers were discouraged from other purchases. The aim of this paper is through questionnaire survey and time experiments to evaluate the importance of time by selecting of food shops in chosen retail food stores. Based on the results, in conclusion of this paper we suggest the possible solutions that could contribute to greater customer satisfaction and customer loyalty to individual food stores depending on the form of purchase.

KEY WORDS

Consumer decision, time factor, food store, shop layout

JEL CLASSIFICATION

M31

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TRENDS IN UTILIZATION OF SELECTED TECHNOLOGIES IN GROCERY STORES

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ABSTRACT

Just like all the other trade sectors so is retail business prone to various changes and trends which affect not only merchants themselves, but their customers too. It is specially the retailing industry where huge changes are in progress with respect to the development of information and communication technologies. The basic trends of retail trade can be divided into two groups. First one includes those that are inspired by the past and logically in the other there are trends that are formed based on current technological solutions and future consumer behaviour estimates. In constantly intensifying competitive environment of the current retail business it is necessary both to perceive and be interested in the customer needs and desires on one hand, and on the other to follow modern technological capabilities, as well as any competitor activities. In addition to knowing the needs and desires of your customers is for business success necessary to also focus on how these customers are transforming in relation to the lifestyle changes, which was among other things initiated by smart mobile devices, internet access or access to information and not least the social networking phenomenon. This article is discussing a comprehensive review of trends in utilization of selected technologies and their reception by customers /perception in Slovak grocery stores. Research is integrating questionnaire survey and observation in real conditions in selected retail outlets. Based on the findings paper conclusion includes proposals applicable to the food market especially regarding the use of new technologies to improve customer comfort and thus their satisfaction during shopping process. The paper is the result of the primary and secondary research in the national research project VEGA 1/0874/14 Using Neuromarketing in Visual Merchandising and International Food Educational Project Erasmus+ Strategic partnership Food Quality and Consumer Studies Nr. 2014-1-SK01-KA203-000464.

KEY WORDS

Retailing, new technologies, trends, customer, retail chains

JEL CLASSIFICATION

M31, M39

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THE INFLUENCE OF PRODUCT PLACEMENT IN CZECH MOVIES AND TV SHOWS AMONG GENERATION Y

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ABSTRACT

This paper is focused on how product placement is perceived by generation Y. The data were collected through eye tracking using the SMI RED 250 device. In-depth interviews were used to acquire a more detailed understanding of the opinion of the respondents. The research was conducted during December 2014 and January 2015 in the Eye Tracking Laboratory at Mendel University. 35 respondents representing generation Y were involved in this research. The main objective was to determine their attention to product placement, brand recall and their attitudes to product placement. Several parts of movies and TV shows were shown to the participants and their attention was measured through the eye tracker. Although the viewers looked at the products, they often were not able to recall them afterwards. The brand recall was higher when they were familiar with the brand. The results show that the audience is more strongly affected by prominent product placement than by subtle placement. The audience is able to remember an audio-visual product placement better than an audio or visual placement. Men are more sensitive to product placement related to male product categories (cars, alcohol and sexual health products). Women on the other hand are more sensitive to product placement related to fashion products.

KEY WORDS

Product placement, consumer behaviour, consumer perception, brand recall, eye tracking, generation Y

JEL CLASSIFICATION

M31

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QUALITATIVE EVALUATION OF CHOSEN ONLINE AND OFFLINE COMMUNICATION MEANS TOWARDS VISITORS OF A SELECTED CITY

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ABSTRACT

Currently not only companies, but also cities, destinations or regions face the challenge of use of new technology in communication with their customers. This paper examines few chosen online and offline communication means (brochures, webpage) of a selected city (Plzeň, Czech Republic) with help of simple qualitative research approaches, including research with help of an eye tracker. Authors also compared the webpage of the city with two other cities within Czech Republic. The means of communications were analysed with following focus: technical processing, content and design (marketing value). The authors revealed some positives, but also some imperfections, e.g. in newsletter, content filters in the communication of the city.

KEY WORDS

City, communication, eye tracking, evaluation, tourism, visitors, Czech Republic

JEL CLASSIFICATION

H11, L83, L86, M31, Z33

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SESSION 12

**AGRICULTURAL MARKETS AND INSTITUTIONS
– ORGANISED SESSION BY THE ASSOCIATION
OF AGRICULTURAL ECONOMISTS IN SLOVAKIA**



INFRASTRUCTURE, INSTITUTIONS, AND ECONOMIC GROWTH IN TRANSITION COUNTRIES: A DYNAMIC PANEL DATA APPROACH

BADALYAN GOHAR¹, HERZFELD THOMAS, RAJČÁNIOVÁ MIROSLAVA

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ABSTRACT

Improvement in infrastructural services is essential for enhancing efficacy of the productive process and for raising productivity of any economic entity. It is known that an adequate supply of infrastructure services is an essential ingredient for productivity and growth. In recent years, however, the role of infrastructure has received increased attention. Little is known on the relation between infrastructure and economic development in the transition countries of Eastern Europe and the Commonwealth of Independent States (CIS), though it is common knowledge that infrastructure is a key factor for economic recovery in this area of the world. Although most transition countries have by now overcome the crisis of the early 1990s and embarked on a direction of economic growth, the role of infrastructure policy in the transition process is still the subject of debate in economic theory and policymaking. The goal of this paper is to provide a comprehensive empirical evaluation of the impact of infrastructure development on economic output using trans-log production function. To do this, we build a large data set of infrastructure indicators covering 31 transition and covering the years 1990-2013. To achieve this aim, we use dynamic panel data approach to test for panel unit roots to identify the order of integration of the variables and heterogeneous panel co-integration technique to investigate the existence of a co-integration relationship. The aggregate index of infrastructure stock was created constructed using the Principal Component Analysis (PCA) method. We have found bidirectional causality from infrastructure stocks to GDP. The estimated long-run coefficients of variables by GMM methodology indicate a significant positive contribution of infrastructure development to growth.

KEY WORDS

Economic growth, infrastructure, institutions, dynamic panel model

JEL CLASSIFICATION

O43, H54, L33, L9

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FACTORS AFFECTING THE FOOD GAP AND THE SHARE OF SELF-SUFFICIENCY OF SELECTED COMMODITIES: THE CASE OF ARAB COUNTRIES

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ABSTRACT

Agriculture and food situation has entered in the Arab world since the mid-seventies in a critical stage, due to the growing demand for food and agricultural products in particular, high population growth rates, in addition to high food prices in the global markets and shrinking of the relative importance of the agricultural sector in the Arab economic structures. This has resulted in worsening food shortages and therefore resorts to foreign sources to fill the food deficit. Therefore, in this the paper we tried to identify the most important factors affecting the problem of the growing food gap, and the deterioration of self-sufficiency rates of selected food commodities (wheat and flour, maize, rice, red meat, white meat). We chose these goods based on their relative importance. In spite of the importance of productivity, the share of these commodities in the value of food imports exceeds production rates. So, we have set up methodological framework that includes estimating equations of general time trend during the period 2000-2013, expected future quantities of the food gap, and identify the most important factors affecting the amount of the gap and the share of self-sufficiency of goods under study. The main findings reveal that Arab countries are significantly exposed to the FNS risks, mainly driven by the food trade deficit between Arab countries, high unemployment, and high population growth rates. This resulted in the expansion of the size of the food gap between domestic production and national consumption of those goods and declining self-sufficiency rate of those goods. Therefore, they rely on foreign sources to fill the deficit. The Arab food integration is one of the most important reasons for achieving the Arab food security strategy. As this integration will bring significant economic advantages of the Arab world, it might increase the volume of trade exchange between Arab countries, on the one hand, and between the Arab world and foreign markets, on the other.

KEY WORDS

Food security, food gap, self-sufficiency rates, Arab countries

JEL CLASSIFICATION

Q18, Q21

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EFFICIENCY AND PRODUCTIVITY OF THE SLOVAK AGRICULTURAL INVESTMENT SUPPORT BENEFICIARIES

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ABSTRACT

In this paper we estimate the effects of the farm investment support provided under the Rural Development Program (RDP) on efficiency and productivity of the Slovak farms. We used panel data of 631 Slovak farms over 2007-2013 RDP SR programming period. The overall effects of investment support on farm efficiency and productivity we estimated by non-parametric method Data Envelopment Analysis (DEA), using output-oriented CCR and BCC models. Total factor productivity changes were estimated by Malmquist indices and their decomposition. We found, that productivity of both beneficiaries and non-beneficiaries of the investment support slightly decreased over time. This decline could be mostly attributed to technological regression. On average, the farms, non-beneficiaries of investment support, were more technically efficient than beneficiaries. Investment support however, enabled beneficiaries specialised on crop production significantly improve their performance towards the best farms. The investment support provided under the RDP should be more targeted towards smaller farms with low capital endowment.

KEY WORDS

Farm investment support, productivity, efficiency, DEA, TFP, Slovakia

JEL CLASSIFICATION

C61, O32, Q12

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LEADERSHIP MODELS IN EUROPEAN RETAIL INDUSTRY

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ABSTRACT

Leadership models and management have always been up-to-date in retail enterprises in Europe and have a high level of significance. This paper shows the seven most popular leadership models with their characteristics and details. Moreover further leadership models and theories are presented. The research questions are: Which of these seven main approaches are the most appropriate theories for the retail industry? Or is it not possible to find a final answer which applies generally? It is shown which kind of models are up-to-date and what types of classical leadership models still have been used successfully, partially with adaptations. Hereby, during the discussion of results, some possible ways are shown, where the world of leadership models in the European retail trade could move.

KEY WORDS

Leadership, leadership models, retail industry, Europe

JEL CLASSIFICATION

F23, M12, M16

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AGRICULTURE AND ECONOMIC DEVELOPMENT IN UZBEKISTAN

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ABSTRACT

Uzbekistan is one of the fastest growing economies in the world. Structural changes have been occurring during the last two decades since its independence in 1991. In this paper we analyze the structure of the economy of Uzbekistan to measure the influence of agricultural sector on it. By reviewing the dynamic changes in agricultural development in Uzbekistan for the last 20 years, including share of agriculture in GDP, population, employment in agriculture, etc., we argue that growth in agricultural productivity is central to development, a message that also appears prominently in the traditional development literature.

KEYWORDS

Agriculture, GDP growth, structure of the economy, Uzbekistan

JEL CLASSIFICATION

Q01, O11, O13

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IMPACT OF ATTENTION DRIVEN INVESTMENTS ON AGRICULTURAL COMMODITY PRICES

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ABSTRACT

This paper contains evaluates the impact of financial markets on a commodity markets. Traders at the financial market investment into commodities during financial disturbances to secure safe harbor for their capital. Speculative investments rise the volatility of the commodity prices, which increases the risk of commercial producers and manufacturers of commodities. To lower the exposure to risk commercial traders hedge their inventory prices at the future markets. This paper evaluates causality between attention driven investments, traded volume and the final price of agricultural commodities. Impact of attention driven investments to the commodity prices is measured by Google Trends, subsequently impact of traded volumes to the commodity prices is evaluated by Granger Causality Test. Data on traded volumes and commodity prices are obtained from Yahoo Finance for the period from 2006 to 2015.

KEY WORDS

Risk, interconnection, commodity market, volatility

JEL CLASSIFICATION

G23

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ECONOMIC GROWTH AND ITS DETERMINANTS ACROSS CEE COUNTRIES

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ABSTRACT

Over the last decades various economic approaches have been used to identify the sources of economic growth across individual countries. In our paper we use Growth Accounting approach developed by Solow to analyse the significant determinants of economic growth in ten Central and Eastern European countries over the time period from 2004 to 2012. The data source is Total Economy Database provided by The Conference Board. Total Economy Database is a comprehensive database with annual data covering GDP, population, employment, hours, labour quality, capital services, labour productivity, and total factor productivity for about 123 countries in the world. Total Economy Database was developed by the Groningen Growth and Development Centre (University of Groningen, The Netherlands) in the early 1990s and the database was extended with a module on sources of growth in January 2010. The contribution of labour quantity and quality, Information and Communication Technology capital services, non-Information and Communication Technology capital services and Total Factor Productivity to the growth of Gross Domestic Product is identified. Capital and Total Factor Productivity are found as a main source of economic growth. Moreover, the impact of Foreign Direct Investment inflow, investment on Research and Development, openness of the economy and life expectancy on Gross Domestic Product is identified

KEY WORDS

CEE, Solow approach, Growth Accounting, Total Factor Productivity

JEL CLASSIFICATION

E13, O40

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DEMAND FOR FOOD DIVERSITY IN THE CASE OF KOSOVO

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ABSTRACT

Food nutrition security (FNS) is a multidisciplinary term that encompasses a set of the complex economic and social determinants. Recent food spikes were raising concerns on the food and nutrition security at all its levels (global, national, household and individual). In this paper we estimate demand for food diversity in Kosovo. Theoretical framework suggests that food diversity serves as a proxy for food and nutritional status at the household level. Here we employ standard OLS in order to estimate the impact of income (and other determinants) on the demand for the food diversity. Further, we compute relevant anthropometric indicator (Body Mass Index) in order to access the state of the FNS at the individual level. For the purpose of empirical estimation we use the HBS data on Kosovo covering the period 2005-2012. The main findings suggest that food diversity in Kosovo marked important improvement over the time period observed, reflecting the impact of rising income as a key determinant of the food diet. The pattern of the household food consumption remained diversified over the time period observed, but restricted by the low level of income. Food diversity in the urban households is significantly higher than in rural areas. Individual variables in the most of the cases were determined as significant. Anthropometric estimates were evidencing that prevalence of undernourishment is particularly critical in the case of school-age children, while the main nutritional problem among the adults is overweight.

KEY WORDS

Food and nutritional security, food diversity, BMI, Kosovo

JEL CLASSIFICATION

C12, D12, I15, Q18

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SELECTED ASPECTS OF TALENT MANAGEMENT IN COMPANIES IN SLOVAKIA

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ABSTRACT

Talent management is now an important aspect of human resources development in enterprises. It represents strategic view to the human resources management. The paper accents the necessity of the talent management process and carrier planning in successful management process. It focuses on the evaluation of the talent management application in enterprises of Slovakia. Main phases of the talent management process (talent identification, talent assessment, talent development and talent retention) are examined in this paper in line with the corporate and human resources strategy. Each phase will be assessed according to the survey of 288 companies operating in Slovakia. It goes to identify dependencies between the level of talent management and determinants (the size of the company, the existence of foreign capital in the enterprise, economic situation) and the establishment of the organizational entity for human resources management). In the conclusion, suggestions to improve the work with talents are provided which resulted from the interviews with managers of selected companies.

KEY WORDS

Talent management, strategy, talent identification, talent development, talent retention, Slovakia

JEL CLASSIFICATION

M10, M12, M14

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APPLYING MARKOWITZ PORTFOLIO THEORY TO MEASURE THE SYSTEMATIC RISK IN AGRICULTURE

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ABSTRACT

Markowitz portfolio theory is the basic theory in Finance for portfolio diversification. Based on this theory market risk can be assessed. The paper uses the alternative Markowitz portfolio theory approach, by replacing the stock return with return on equity (ROE), to estimate the risk and profitability of unquoted agricultural farms. The development of risk and return of Slovak farms is estimated in the period of years 2000-2013, using the 5-years moving average. The portfolios are created for two types of production: crop farms and animal farms. The results show that from the point of production orientation, the crop farms record higher return and also higher risk in comparison to the animal farms. The development of risk and return reflects the structural changes in Slovak agriculture, which has been continually changing in the way of increasing the share of crop oriented farms.

KEY WORDS

Agriculture, Markowitz portfolio theory, production orientation, return, risk

JEL

Q32, Q38

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DETERMINANTS OF EFFICIENCY IN AGRICULTURE IN CEE COUNTRIES

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ABSTRACT

Based on selected data acquired from Eurostat database the output efficiency of agriculture in CEE countries at national level is evaluated. DEA approach is applied in order of Malmquist productivity index calculation. Analysis includes one output variable (Total Agricultural Output) and three input variables (Total Labour Input, Total Utilized Agricultural Area and the Consumption of Inputs). In addition, the paper identifies the variables (average farm size, average subsidies per farm and education of managers in agriculture), which affect technical efficiency in agriculture.

KEY WORDS

CEE, DEA, Malmquist productivity indices, Total Factor Productivity

JEL CLASSIFICATION

D24, Q10

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DECISION SUPPORT TOOL FOR REPLACEMENT HEIFER MANAGEMENT: A STRATEGY COMPARISON

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ABSTRACT

The objective of this paper is to introduce and illustrate the application EkonMOD milk, the decision support tool concept for dairy farm managements. The purpose of this simple web-based application is to assist dairy farms managers to better understand the dynamics of the dairy herd structure and to improve economically sensible decision-making abilities in Slovak conditions. The application firstly helps dairy farmers to calculate the potential production and economic impact of different scenarios at the farm-level, in the terms of alternative what-if analyses comparison. Secondly, it takes into account the farm specific characteristics, unique limitations or weaknesses. The versatility of the core application offers potential use in numerous areas including optimal replacement heifer management or feeding strategies evaluation. When heifers calve at ages greater than optimum, larger inventories of heifers must be maintained in the young female bovine herd. Increasing the age at calving also increases the generation interval, delaying the introduction of genetically superior replacements in the herd. If the annual replacement rate of first lactation cow in the EkonMOD milk tool is set to 35 %, and 25 % for remaining stages of lactations in a 300 head herd, a minimum of 170 heifers are needed in the pool, assuming a 4 % attrition factor for stillbirths, 100 % dairy cows natality, 5 % mortality of calves. With selection of calves indicator set to 4 %, 50 % ratio of heifers born, heifer selection at 20 %, culled cows that die before disposal set to the value of 20 %, approximately 64 pregnant heifers are needed. For every one month increase in the age at calving over 24 months, the replacement inventory numbers are increasing at a rate of 4.7 % in this model. This figure takes into account the inventory of heifers from birth until calving.

KEY WORDS

Age at first calving, replacement heifers, culling rate, decision tool

JEL CLASSIFICATION

Q120

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USING DECISION SUPPORT TOOL FOR DAIRY FARM MANAGEMENT TO ASSESS THE ECONOMIC IMPACT OF VARIOUS FEEDING SCENARIOS

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ABSTRACT

This paper describes the computer implementation of the decision-making support for dairy operation management. It also aims to improve interpreting the potential impacts of different management decisions on key variables as well as trade-offs, which influence decisions taken at the farm and the feed component level. A baseline, potential management decision scenarios were evaluated and compared as alternative ways of managing the feed requirements of dairy operation. The web-based application EkonMOD milk tool was used to examine the relevant association on the farm-level and to calculate the economic consequences. The purpose of the EkonMOD milk application is to assist dairy farms managers and to better understand the dynamics of the dairy herd structure and to improve economically sensible decision-making abilities in Slovak conditions. Feed requirements accounts for 40 % to 70 % of the cost of raising replacement heifers and is generally the greatest expense for milk production. There are several key decision-making levels related to calculating of income over feed cost (IOFC). In order to make this process user friendly, a web-based tool will calculate actual feed costs and amount of feeds per cow per day, daily income from one cow, concentrate feed used to produce 1 kg of milk, yearly IOFC, and allow the comparison. The sensitivity analysis will identify the uncoordinated one in terms of economic returns and key production impacts. The study's findings contribute to the understanding of animal production management routines and consequent economic impacts on dairy operation.

KEY WORDS

Dairy, management, feed costs, IOFC, decision tool

JEL CLASSIFICATION (TIMES NEW ROMAN, 12 PT., BOLD, ALL CAPS)

Q120

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SESSION 13

DOCTORAL SESSION „YOUNG SCIENCE“



GOOD PRACTICE EXAMPLES FROM A SMALL SETTLEMENT

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ABSTRACT

Any human intervention have some impact on the environment. The land development professionals try to realize interventions in their work, resulting in improvement in quality of life of local communities. The local problems often lead local responses that take into account the opinion of the members of the local community. The life of the settlements, the direction of the development of the local governments greatly influence their decisions often determine the situation of the town for years. Solving treatment of municipal and regional differences prominent role for local governments. Good practice, practical knowledge of resource management of local governments can be decisive. In my study I will present Csikvánd Village as an example of local initiatives and implemented improvements that will result in the settlement of regional level can be considered. The basic aim of the research was to show them the local development of tools, practices, which can be successful in the settlements.

KEY WORDS

Development, government, local development, sustainability

JEL CLASSIFICATION

O18, P25, R51

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APPLIED PROSOCIAL BEHAVIOR OF COMPANIES – SOCIAL MARKETING

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ABSTRACT

Company, its brand, product or service gets to the customer's awareness by realization of various social campaigns. By the right choice of target market during realization of activities in area of social marketing, company can not only increase its incomes, but also strengthen its market position and its relationships with internal and external stakeholders. Pro-social behaviour is linked to compliance with social norms, which prescribe behaviour expected by a society. Complicity of companies on various socially oriented projects is required from them directly by consumers. But the question is, whether it is possible to look at social marketing as an applied pro-social behaviour of companies – while marketing activities are planned, carried out with certain goals and objectives and with purpose to reach profit, pro-social behaviour does not result from obligation and does not expect anything in return.

KEY WORDS

Personality, company, pro-social behaviour, social marketing, corporate social responsibility

JEL CLASSIFICATION

M14, M31, M37, M51

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RESEARCH OF THE IMPACT OF AGRICULTURAL POLICIES ON THE EFFICIENCY OF FARMS

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ABSTRACT

Common Agricultural Policy is one of the oldest as well as one of the most expensive policies of the European Union. Common Agricultural Policy accounted for circa 40 % of the European Union's budget. The aim of the presented paper is the analysis of agricultural policy impact on the agrarian subjects in Slovakia in the period 2007-2013. The source of the data is Information Sheets of the Ministry of Agriculture of the Slovak Republic. There is no significant technical inefficiency present when the production function model is applied with the subsidies as the part of the revenues. The subsidies might be considered as the input to motivate subjects and to increase the amount of the sales' revenues. However, production function model shows negative effect of the subsidies on the sales' revenues

KEYWORDS

Agriculture, Common Agricultural Policy, efficiency, Slovakia

JEL CLASSIFICATION

C51, O13, Q18

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ORGANIC FOOD AND ITS POSITION IN RETAIL STORES IN SLOVAK REPUBLIC

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ABSTRACT

Factors such as healthy lifestyle, interest in green economy and a favorable impact on the environment continue to affect consumer behavior in relation to the food. Consumers tend to buy more and more organic food in Slovak Republic as well. Retail outlets are aware of consumers' needs and therefore to their portfolio of products slowly but surely classify organic foods and so facilitate consumer purchases and contribute to better availability of organic food. The aim of this paper is to point out the secure position of organic food in retail in Slovak Republic. Purpose of the paper was supported by the primary information that has been obtained on the basis of the questionnaire survey implemented in the Slovak Republic. Based on the results obtained, we found out that most consumers buy organic products currently in various supermarkets and hypermarkets. A significant factor which influences the purchase of organic food is age. We can state that consumers in retirement age buy organic food at least. This fact is based on the assumption that their purchasing power is low and consumers in this age do not like to change their normal consumer behavior. On the contrary, more young consumers are in favor of these products and are much more accessible to the changes and use different ways to be sufficiently informed and compared with pensioners, their purchasing power is higher.

KEY WORDS

Organic food, food, retail store, Slovak Republic

JEL CLASSIFICATION

M31

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THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES IN NITRA REGION

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ABSTRACT

Small and medium-sized enterprises have had a dominant position in most economies in the world and constitute the most important part of them. According to the European Commission, 98 % of the companies are small and medium-sized and provide jobs to 90 % of the employed population. Small and medium-sized businesses have become very popular among the majority of entrepreneurs for a number of reasons. The main advantage of this type of business is flexibility and fast, flexible reaction to market demands. Micro, small and medium-sized enterprises have the ability to operate very dynamically and flexibly, and to specialize in their fields. In most cases, these companies have a very simple and transparent organizational structure, and they are managed by the entrepreneurs themselves. On the other hand, we cannot ignore the negatives that are associated with small and medium-sized enterprises. They often face the lack of capital, which can lead to other problems, such as limited access to foreign markets, low possibility of obtaining and maintaining highly specialized staff, etc. The major objective of this paper is to assess the level of small and medium-sized enterprises in Nitra Region, with emphasis on specifications, types and locations of SMEs.

KEY WORDS

Undertakings of small and medium-sized enterprises, microenterprises, business conditions, entrepreneur, employment

JEL CLASSIFICATION

M130, M000, M190

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THE USE OF HRV ANALYSIS IN THE MARKETING RESEARCH

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ABSTRACT

The autonomic nervous system (ANS) is the portion of the nervous system that controls the body's visceral functions, including the action of the heart. It is well known that mental and emotional states directly affects the heart rhythms. The analysis of the heart rate variability can be very useful also in marketing, because study of the heart rate variability is an objective and non-invasive tool to explore the dynamic interactions between physiological and emotional processes. The heart rate variability patterns are responsive to emotions and heart rhythms tend to become more ordered during positive emotional states. The present paper is the pilot study and it shows consumer reactions on selected alcohol commercials and compares changes in heart rhythms with conscious statements of respondents about that, how they felt about the selected commercials. It was found out that consumers with high neuroticism react more emotionally than respondents with low level of neuroticism. There are also differences between males and females.

KEY WORDS

Heart rate variability, autonomic nervous system, emotions, neuroticism, consumer

JEL CLASSIFICATION

M31

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QUALITY IN RURAL TOURISM SERVICES

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ABSTRACT

This review paper brings closer comparison of current scientific attitudes towards quality of services in rural tourism. The quality in rural tourism is a hot issue; it is applied by UNWTO and many national organizations. The review reveals trends in quality accessing, models for measuring quality and commonly used tools. The outcome of this paper should provide not only a sole description of the attitudes but also it should point on the limitations of each mentioned approach. Quality of services is with no doubts what shapes visitors view on the service itself, on the destination or products. However there exist several more or less different attitudes towards quality in rural tourism – namely on what factors are critical for overall quality of the services and visitors satisfaction.

KEY WORDS

Rural tourism, service quality, GAP analysis, SERVQUAL, IPA analysis

JEL CLASSIFICATION

Z32

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LAND USE OPTIMIZATION WITH RESPECT TO ALTERNATIVE COSTS OF CROP PRODUCTION CHOICES – CASE OF SLOVAKIA

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ABSTRACT

The dominated agricultural sector in Slovakia is crop production. The major part of arable land is devoted to the cultivation of cereals (57 %), followed by feed crops (20 %) and industry crops (19 %). There is possible to identify 4 agricultural production areas, all with different soil conditions, altitude and structure of cultivated crops. Aim of this paper is to identify the optimal land allocation within the each production area among the selected major crops cultivated in Slovakia. Furthermore it deals with modeling the production potentials with respect to policy programmes and production choices aimed on improvement of profitability in less-favored areas. Objective is to provide land use alternative for each production area in order to maximize profit. The results suggest that the mountains areas have potentials to produce and supply feed crops, while lowlands are favorable for diverse crop production.

KEY WORDS

Production area, alternative costs, inputs, profit, economic optimization, Slovakia

JEL CLASSIFICATION

C61, Q10, Q15

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IMPLEMENTATION, DEVELOPMENT AND EVALUATION OF QUALITY MANAGEMENT SYSTEM IN SELECTED COMPANIES

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ABSTRACT

In the increasingly competitive market it is necessary to continually find ways to improve their own competitiveness. One of the crucial factors of competitiveness is the quality of the manufactured products and services. Quality as the compliance with the requirements of the customers should therefore be the focus of each company because it crucially affects customer satisfaction, loyalty, and the end result is the prosperity of a company. Quality management as a summary of approaches to quality management has undergone many years of development from a simple inspection of the product through quality control of the product, later through quality assurance already committed to preventing defects to complex quality management that fundamentally changing the way the companies in all areas are being managed. Customer demands for quality is reflected in the prices of individual products or services. Each producer must ensure its products having not only the appropriate level of quality but the quality must be also continually assured and demonstrated in the long run. It is important to note that the quality management system nowadays is not a luxury matter but a necessity and it must be said that the introduction of such a system does not automatically improve the company. It is a long process that would ultimately lead to improving customer satisfaction and stakeholder efficiency, to lowering costs, reduced risk, increased productivity, clear identification of responsibilities and of course last but not least to the improvement of the product quality itself. Each company will certainly benefit if the quality management system is certified by a third party certification authority. The best is if this authority is an organization also accepted abroad. A very important factor is also the attitude of the company's leadership towards how the quality management system is used to benefit the organization and whether the principles of the system are regularly used in the practice.

KEY WORDS

Quality, management, quality management, quality management system, TQM, ISO

JEL CLASSIFICATION

M110

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ENVIRONMENTAL GOOD PRACTICE TO LIFE WITH THE HELP OF RENEWABLE ENERGY THROUGH THE EXAMPLE OF SOME SETTLEMENTS

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ABSTRACT

The environmentally conscious lifestyle is not straightforward approach for people. We want to make possible to live in an environmentally friendly way to the future generations, which will only succeed if we start the environmentally conscious life-time education now and for future generations. The aim of this research was to find environmentally conscious life education opportunities through the example of some settlements.

KEY WORDS

Environmentally conscious lifestyle, environment-friendly, renewable energy, settlements, future generation

JEL CLASSIFICATION

O13, P28, Q42, R11

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MARKETING NOVELTIES IN PROMOTING TRADITIONAL MEALS

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ABSTRACT

Traditional food is exactly what the label says – traditional. As expected we don't see many changes, innovations when it comes to this type of market. Therefore, in this paper and on our practical research and application, we tried to combine traditional food made by traditional methods with brand new marketing trend – Augmented reality. Few of the most popular typical food products and meals will be supported in a way of using augmented reality as absolutely new way of delivering additional information and experience to customers. Augmented reality project will be tested during the pilot event Visegrad dinner and presented during Visegrad summer school. The paper is the result of the primary and secondary research in the national research project VEGA 1/0874/14 Using Neuromarketing in Visual Merchandising and International Food Educational Project Erasmus+ Strategic partnership Food Quality and Consumer Studies Nr. 2014-1-SK01-KA203-000464 and FOOD QUALITY AND CONSUMER STUDIES Nr. 2014-1-SK01-KA203-000464, 2014-2017.

KEY WORDS

Augmented reality, mobile applications, food marketing, traditional food, Visegrad

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M31

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A STUDY OF NEGOTIATION MECHANISM BASED ON SCIENCE OF MOMENTUM

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ABSTRACT

“Momentum Creation” is one of the core concepts used by intellectuals through the ages to describe the growth process of all things on earth in the Chinese traditional culture. Laozi pointed out in his Scripture of Ethics that “The Way bears all things; Harmony nurtures them; Nature shapes them; Use completes them” and told us the basic principles of momentum creation, those are, “Heaven by it is bright and pure; Earth rendered thereby firm and sure; Spirits with powers by it supplied; Valleys kept full throughout their void; All creatures through it live; Princes and kings from it become leaders”. “Get One” means unity and conformity. “Get One” in momentum creation is to find inherent unity and conformity among hugely different objects, to connect different objects with the same reasoning. In other words, the uniform law should be used to control all things on earth, or the same ideology to govern them. Professor Li Dechang from Xi’an Jiaotong University created the science of momentum, which means the study of generation and operation mechanism of momentum. From the scientific logic perspective, social development is achieved through momentum, which equals difference divided by distance or difference times relations. In order to provide effective theoretical support to negotiation research and practice, the author is to explore negotiation mechanism based on the momentum of science and the law of momentum science in negotiations through the research of four-stage model of successful negotiation.

KEY WORDS

Negotiation, momentum science, mechanism

JEL CLASSIFICATION

M31

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JEL CLASSIFICATION SYSTEM

General Categories

- A** General Economics and Teaching
- B** History of Economic Thought, Methodology and Heterodox Approaches
- C** Mathematical and Quantitative Methods
- D** Microeconomics
- E** Macroeconomics and Monetary Economics
- F** International Economics
- G** Financial Economics
- H** Public Economics
- I** Health, Education, and Welfare
- J** Labor and Demographic Economics
- K** Law and Economics
- L** Industrial Organization
- M** Business Administration and Business Economics, Marketing, Accounting, Personnel Economics
- N** Economic History
- O** Economic Development, Innovation, Technological Change, and Growth
- P** Economic Systems
- Q** Agricultural and Natural Resource Economics, Environmental and Ecological Economics
- R** Urban, Rural, Regional, Real Estate, and Transportation Economics
- Y** Miscellaneous Categories
- Z** Other Special Topics

A General Economics and Teaching

- | | | | |
|------------|---|------------|--|
| A1 | <i>General Economics</i> | A20 | General |
| A10 | General | A21 | Pre-college |
| A11 | Role of Economics • Role of Economists
• Market for Economists | A22 | Undergraduate |
| A12 | Relation of Economics to Other
Disciplines | A23 | Graduate |
| A13 | Relation of Economics to Social
Values | A29 | Other |
| A14 | Sociology of Economics | A3 | <i>Collective Works</i> |
| A19 | Other | A30 | General Collected Writings
of Individuals |
| A2 | <i>Economic Education and Teaching
of Economics</i> | A32 | Collective Volumes |
| | | A33 | Handbooks |
| | | A39 | Other |

B History of Economic Thought, Methodology, and Heterodox Approaches

- | | | | |
|------------|---|------------|--|
| B00 | General | B13 | Neoclassical through 1925
(Austrian, Marshallian, Walrasian,
Stockholm School) |
| B1 | <i>History of Economic Thought
through 1925</i> | B14 | Socialist • Marxist |
| B10 | General | B15 | Historical • Institutional • Evolutionary |
| B11 | Preclassical (Ancient, Medieval,
Mercantilist, Physiocratic) | B16 | Quantitative and Mathematical |
| B12 | Classical (includes Adam Smith) | B19 | Other |

- B2 *History of Economic Thought since 1925*
 B20 General
 B21 Microeconomics
 B22 Macroeconomics
 B23 Econometrics • Quantitative and Mathematical Studies
 B24 Socialist • Marxist • Sraffian
 B25 Historical • Institutional • Evolutionary • Austrian
 B26 Financial Economics
 B29 Other
- B3 *History of Economic Thought: Individuals*
 B30 General
 B31 Individuals

- B32 Obituaries
- B4 *Economic Methodology*
 B40 General
 B41 Economic Methodology
 B49 Other
- B5 *Current Heterodox Approaches*
 B50 General
 B51 Socialist • Marxian • Sraffian
 B52 Institutional • Evolutionary
 B53 Austrian
 B54 Feminist Economics
 B59 Other

C. Mathematical and Quantitative Methods

- C00 General
 C01 Econometrics
 C02 Mathematical Methods
- C1 *Econometric and Statistical Methods and Methodology: General*
 C10 General
 C11 Bayesian Analysis: General
 C12 Hypothesis Testing: General
 C13 Estimation: General
 C14 Semiparametric and Nonparametric Methods: General
 C15 Statistical Simulation Methods: General
 C18 Methodological Issues: General
 C19 Other
- C2 *Single Equation Models • Single Variables*
 C20 General
 C21 Cross-Sectional Models
 • Spatial Models • Treatment Effect Models • Quantile Regressions
 C22 Time-Series Models
 • Dynamic Quantile Regressions
 • Dynamic Treatment Effect Models • Diffusion Processes
 C23 Panel Data Models • Spatio-temporal Models
 C24 Truncated and Censored Models
 • Switching Regression Models
 • Threshold Regression Models
 C25 Discrete Regression and Qualitative Choice Models
 • Discrete Regressors
 • Proportions • Probabilities
 C26 Instrumental Variables (IV) Estimation
- C29 Other
- C3 *Multiple or Simultaneous Equation Models • Multiple Variables*
 C30 General
 C31 Cross-Sectional Models
 • Spatial Models • Treatment Effect Models • Quantile Regressions
 • Social Interaction Models
 C32 Time-Series Models • Dynamic Quantile Regressions • Dynamic Treatment Effect Models • Diffusion Processes • State Space Models
 C33 Panel Data Models • Spatio-temporal Models
 C34 Truncated and Censored Models
 • Switching Regression Models
 C35 Discrete Regression and Qualitative Choice Models • Discrete Regressors
 • Proportions
 C36 Instrumental Variables (IV) Estimation
 C38 Classification Methods • Cluster Analysis • Principal Components
 • Factor Models
 C39 Other
- C4 *Econometric and Statistical Methods: Special Topics*
 C40 General
 C41 Duration Analysis • Optimal Timing Strategies
 C43 Index Numbers and Aggregation
 C44 Operations Research • Statistical Decision Theory
 C45 Neural Networks and Related Topics
 C46 Specific Distributions
 • Specific Statistics

	C49	Other		C70	General
C5		<i>Econometric Modeling</i>		C71	Cooperative Games
	C50	General		C72	Noncooperative Games
	C51	Model Construction and Estimation		C73	Stochastic and Dynamic Games • Evolutionary Games • Repeated Games
	C52	Model Evaluation, Validation, and Selection		C78	Bargaining Theory • Matching Theory
	C53	Forecasting and Prediction Methods • Simulation Methods		C79	Other
	C54	Quantitative Policy Modeling	C8		<i>Data Collection and Data Estimation Methodology • Computer Programs</i>
	C55	Large Data Sets: Modeling and Analysis		C80	General
	C57	Econometrics of Games and Auctions		C81	Methodology for Collecting, Estimating, and Organizing Microeconomic Data • Data Access
	C58	Financial Econometrics		C82	Methodology for Collecting, Estimating, and Organizing Macroeconomic Data • Data Access
	C59	Other		C83	Survey Methods • Sampling Methods
C6		<i>Mathematical Methods • Programming Models • Mathematical and Simulation Modeling</i>		C87	Econometric Software
	C60	General		C88	Other Computer Software
	C61	Optimization Techniques • Programming Models • Dynamic Analysis		C89	Other
	C62	Existence and Stability Conditions of Equilibrium	C9		<i>Design of Experiments</i>
	C63	Computational Techniques • Simulation Modeling		C90	General
	C65	Miscellaneous Mathematical Tools		C91	Laboratory, Individual Behavior
	C67	Input–Output Models		C92	Laboratory, Group Behavior
	C68	Computable General Equilibrium Models		C93	Field Experiments
	C69	Other		C99	Other
C7		<i>Game Theory and Bargaining Theory</i>			

D. Microeconomics

	D00	General		D23	Organizational Behavior • Transaction Costs • Property Rights
	D01	Microeconomic Behavior: Underlying Principles		D24	Production • Cost • Capital • Capital, Total Factor, and Multifactor Productivity • Capacity
	D02	Institutions: Design, Formation, Operations, and Impact		D29	Other
	D03	Behavioral Microeconomics: Underlying Principles			
	D04	Microeconomic Policy: Formulation, Implementation, and Evaluation	D3		<i>Distribution</i>
				D30	General
				D31	Personal Income, Wealth, and Their Distributions
D1		<i>Household Behavior and Family Economics</i>		D33	Factor Income Distribution
	D10	General		D39	Other
	D11	Consumer Economics: Theory			
	D12	Consumer Economics: Empirical Analysis	D4		<i>Market Structure, Pricing, and Design</i>
	D13	Household Production and Intrahousehold Allocation		D40	General
	D14	Household Saving; Personal Finance		D41	Perfect Competition
	D18	Consumer Protection		D42	Monopoly
	D19	Other		D43	Oligopoly and Other Forms of Market Imperfection
				D44	Auctions
				D45	Rationing • Licensing
D2		<i>Production and Organizations</i>		D46	Value Theory
	D20	General		D47	Market Design
	D21	Firm Behavior: Theory		D49	Other
	D22	Firm Behavior: Empirical Analysis			

D5	<i>General Equilibrium and Disequilibrium</i>		D74	Conflict • Conflict Resolution
	D50	General		• Alliances • Revolutions
	D51	Exchange and Production Economies	D78	Positive Analysis of Policy
	D52	Incomplete Markets		Formulation and Implementation
	D53	Financial Markets	D79	Other
	D57	Input–Output Tables and Analysis		
D6	D58	Computable and Other Applied General	D8	<i>Information, Knowledge, and Uncertainty</i>
	D59	Equilibrium Models	D80	General
		Other	D81	Criteria for Decision-Making under
				Risk and Uncertainty
			D82	Asymmetric and Private Information
				• Mechanism Design
D7	D60	General	D83	Search • Learning • Information
	D61	Allocative Efficiency • Cost–Benefit		and Knowledge • Communication
	D62	Analysis		• Belief • Unawareness
	D63	Externalities	D84	Expectations • Speculations
	D64	Equity, Justice, Inequality, and Other	D85	Network Formation and Analysis: Theory
	D65	Normative Criteria and Measurement	D86	Economics of Contract: Theory
D8	D66	Altruism • Philanthropy • Intergenerational	D87	Neuroeconomics
	D67	Transfers	D89	Other
	D68	Other		
D9	D69	Other		
E	D70	General		
	D71	Social Choice • Clubs • Committees		
		• Associations		
	D72	Political Processes: Rent-Seeking,		
		Lobbying, Elections, Legislatures,		
		and Voting Behavior		
E1	D73	Bureaucracy • Administrative Processes		
		in Public Organizations • Corruption		
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- E4 Money and Interest Rates*
- E40 General
 - E41 Demand for Money
 - E42 Monetary Systems • Standards • Regimes • Government and the Monetary System • Payment Systems
 - E43 Interest Rates: Determination, Term Structure, and Effects
 - E44 Financial Markets and the Macroeconomy
 - E47 Forecasting and Simulation: Models and Applications
 - E49 Other
- E5 Monetary Policy, Central Banking, and the Supply of Money and Credit*
- E50 General
 - E51 Money Supply • Credit • Money Multipliers
- E6 Macroeconomic Policy, Macroeconomic Aspects of Public Finance, and General Outlook*
- E52 Monetary Policy
 - E58 Central Banks and Their Policies
 - E59 Other
 - E60 General
 - E61 Policy Objectives • Policy Designs and Consistency • Policy Coordination
 - E62 Fiscal Policy
 - E63 Comparative or Joint Analysis of Fiscal and Monetary Policy • Stabilization • Treasury Policy
 - E64 Incomes Policy • Price Policy
 - E65 Studies of Particular Policy Episodes
 - E66 General Outlook and Conditions
 - E69 Other

F. International Economics

- F00 General
 - F01 Global Outlook
 - F02 International Economic Order and Integration
- F1 Trade*
- F10 General
 - F11 Neoclassical Models of Trade
 - F12 Models of Trade with Imperfect Competition and Scale Economies • Fragmentation
 - F13 Trade Policy • International Trade Organizations
 - F14 Empirical Studies of Trade
 - F15 Economic Integration
 - F16 Trade and Labor Market Interactions
 - F17 Trade Forecasting and Simulation
 - F18 Trade and Environment
 - F19 Other
- F2 International Factor Movements and International Business*
- F20 General
 - F21 International Investment • Long-Term Capital Movements
 - F22 International Migration
 - F23 Multinational Firms • International Business
 - F24 Remittances
 - F29 Other
- F3 International Finance*
- F30 General
 - F31 Foreign Exchange
- F4 Macroeconomic Aspects of International Trade and Finance*
- F32 Current Account Adjustment • Short-Term Capital Movements
 - F33 International Monetary Arrangements and Institutions
 - F34 International Lending and Debt Problems
 - F35 Foreign Aid
 - F36 Financial Aspects of Economic Integration
 - F37 International Finance Forecasting and Simulation: Models and Applications
 - F38 International Financial Policy: Financial Transactions Tax; Capital Controls
 - F39 Other
- F5 International Relations, National Security, and International Political Economy*
- F40 General
 - F41 Open Economy Macroeconomics
 - F42 International Policy Coordination and Transmission
 - F43 Economic Growth of Open Economies
 - F44 International Business Cycles
 - F45 Macroeconomic Issues of Monetary Unions
 - F47 Forecasting and Simulation: Models and Applications
 - F49 Other
 - F50 General

- F51 International Conflicts • Negotiations
• Sanctions
- F52 National Security • Economic Nationalism
- F53 International Agreements and Observance
• International Organizations
- F54 Colonialism • Imperialism
• Postcolonialism
- F55 International Institutional Arrangements
- F59 Other

- F6 *Economic Impacts of Globalization*
- F60 General
- F61 Microeconomic Impacts
- F62 Macroeconomic Impacts
- F63 Economic Development
- F64 Environment
- F65 Finance
- F66 Labor
- F68 Policy
- F69 Other

G. Financial Economics

- G00 General
- G01 Financial Crises
- G02 Behavioral Finance: Underlying Principles
- G1 *General Financial Markets*
 - G10 General
 - G11 Portfolio Choice • Investment Decisions
 - G12 Asset Pricing • Trading Volume
• Bond Interest Rates
 - G13 Contingent Pricing • Futures Pricing
 - G14 Information and Market Efficiency
• Event Studies • Insider Trading
 - G15 International Financial Markets
 - G17 Financial Forecasting and Simulation
 - G18 Government Policy and Regulation
 - G19 Other
- G2 *Financial Institutions and Services*
 - G20 General
 - G21 Banks • Depository Institutions
• Micro Finance Institutions • Mortgages
 - G22 Insurance • Insurance Companies
• Actuarial Studies
- G23 Non-bank Financial Institutions
• Financial Instruments • Institutional Investors
- G24 Investment Banking • Venture Capital
• Brokerage • Ratings and Ratings Agencies
- G28 Government Policy and Regulation
- G29 Other
- G3 *Corporate Finance and Governance*
 - G30 General
 - G31 Capital Budgeting • Fixed Investment and Inventory Studies • Capacity
 - G32 Financing Policy • Financial Risk and Risk Management • Capital and Ownership Structure • Value of Firms • Goodwill
 - G33 Bankruptcy • Liquidation
 - G34 Mergers • Acquisitions • Restructuring
• Corporate Governance
 - G35 Payout Policy
 - G38 Government Policy and Regulation
 - G39 Other

H. Public Economics

- H00 General
- H1 *Structure and Scope of Government*
 - H10 General
 - H11 Structure, Scope, and Performance of Government
 - H12 Crisis Management
 - H13 Economics of Eminent Domain
• Expropriation • Nationalization
 - H19 Other
- H2 *Taxation, Subsidies, and Revenue*
 - H20 General
 - H21 Efficiency • Optimal Taxation
 - H22 Incidence
- H23 Externalities • Redistributive Effects
• Environmental Taxes and Subsidies
- H24 Personal Income and Other
Nonbusiness Taxes and Subsidies
- H25 Business Taxes and Subsidies
- H26 Tax Evasion and Avoidance
- H27 Other Sources of Revenue
- H29 Other
- H3 *Fiscal Policies and Behavior of Economic Agents*
 - H30 General
 - H31 Household
 - H32 Firm
 - H39 Other

<i>H4</i>	<i>Publicly Provided Goods</i>	<i>H7</i>	<i>State and Local Government • Intergovernmental Relations</i>
	H40 General	H70	General
	H41 Public Goods	H71	State and Local Taxation, Subsidies, and Revenue
	H42 Publicly Provided Private Goods	H72	State and Local Budget and Expenditures
	H43 Project Evaluation • Social Discount Rate	H73	Interjurisdictional Differentials and Their Effects
	H44 Publicly Provided Goods: Mixed Markets	H74	State and Local Borrowing
	H49 Other	H75	State and Local Government: Health • Education • Welfare • Public Pensions
<i>H5</i>	<i>National Government Expenditures and Related Policies</i>	H76	State and Local Government: Other Expenditure Categories
	H50 General	H77	Intergovernmental Relations • Federalism • Secession
	H51 Government Expenditures and Health	H79	Other
	H52 Government Expenditures and Education	<i>H8</i>	<i>Miscellaneous Issues</i>
	H53 Government Expenditures and Welfare Programs	H80	General
	H54 Infrastructures • Other Public Investment and Capital Stock	H81	Governmental Loans • Loan Guarantees • Credits • Grants • Bailouts
	H55 Social Security and Public Pensions	H82	Governmental Property
	H56 National Security and War	H83	Public Administration • Public Sector Accounting and Audits
	H57 Procurement	H84	Disaster Aid
	H59 Other	H87	International Fiscal Issues • International Public Goods
<i>H6</i>	<i>National Budget, Deficit, and Debt</i>	H89	Other
	H60 General		
	H61 Budget • Budget Systems		
	H62 Deficit • Surplus		
	H63 Debt • Debt Management • Sovereign Debt		
	H68 Forecasts of Budgets, Deficits, and Debt		
	H69 Other		

I. Health, Education, and Welfare

	I00 General	I22	Educational Finance • Financial Aid
<i>I1</i>	<i>Health</i>	I23	Higher Education • Research Institutions
	I10 General	I24	Education and Inequality
	I11 Analysis of Health Care Markets	I25	Education and Economic Development
	I12 Health Behavior	I26	Returns to Education
	I13 Health Insurance, Public and Private	I28	Government Policy
	I14 Health and Inequality	I29	Other
	I15 Health and Economic Development	<i>I3</i>	<i>Welfare, Well-Being, and Poverty</i>
	I18 Government Policy • Regulation • Public Health	I30	General
	I19 Other	I31	General Welfare, Well-Being
<i>I2</i>	<i>Education and Research Institutions</i>	I32	Measurement and Analysis of Poverty
	I20 General	I38	Government Policy • Provision and Effects of Welfare Programs
	I21 Analysis of Education	I39	Other

J. Labor and Demographic Economics

J00	General	<i>J1</i>	<i>Demographic Economics</i>
J01	Labor Economics: General	J10	General
J08	Labor Economics Policies		

J11	Demographic Trends, Macroeconomic Effects, and Forecasts	J45	Public Sector Labor Markets
J12	Marriage • Marital Dissolution • Family Structure • Domestic Abuse	J46	Informal Labor Markets
J13	Fertility • Family Planning • Child Care • Children • Youth	J47	Coercive Labor Markets
J14	Economics of the Elderly • Economics of the Handicapped • Non-Labor Market Discrimination	J48	Public Policy
J15	Economics of Minorities, Races, Indigenous Peoples, and Immigrants • Non-labor Discrimination	J49	Other
J16	Economics of Gender • Non-labor Discrimination	J5	<i>Labor–Management Relations, Trade Unions, and Collective Bargaining</i>
J17	Value of Life • Forgone Income	J50	General
J18	Public Policy	J51	Trade Unions: Objectives, Structure, and Effects
J19	Other	J52	Dispute Resolution: Strikes, Arbitration, and Mediation • Collective Bargaining
J2	<i>Demand and Supply of Labor</i>	J53	Labor–Management Relations • Industrial Jurisprudence
J20	General	J54	Producer Cooperatives • Labor Managed Firms • Employee Ownership
J21	Labor Force and Employment, Size, and Structure	J58	Public Policy
J22	Time Allocation and Labor Supply	J59	Other
J23	Labor Demand	J6	<i>Mobility, Unemployment, Vacancies, and Immigrant Workers</i>
J24	Human Capital • Skills • Occupational Choice • Labor Productivity	J60	General
J26	Retirement • Retirement Policies	J61	Geographic Labor Mobility • Immigrant Workers
J28	Safety • Job Satisfaction • Related Public Policy	J62	Job, Occupational, and Intergenerational Mobility
J29	Other	J63	Turnover • Vacancies • Layoffs
J3	<i>Wages, Compensation, and Labor Costs</i>	J64	Unemployment: Models, Duration, Incidence, and Job Search
J30	General	J65	Unemployment Insurance • Severance Pay • Plant Closings
J31	Wage Level and Structure • Wage Differentials	J68	Public Policy
J32	Nonwage Labor Costs and Benefits • Retirement Plans • Private Pensions	J69	Other
J33	Compensation Packages • Payment Methods	J7	<i>Labor Discrimination</i>
J38	Public Policy	J70	General
J39	Other	J71	Discrimination
J4	<i>Particular Labor Markets</i>	J78	Public Policy
J40	General	J79	Other
J41	Labor Contracts	J8	<i>Labor Standards: National and International</i>
J42	Monopsony • Segmented Labor Markets	J80	General
J43	Agricultural Labor Markets	J81	Working Conditions
J44	Professional Labor Markets • Occupational Licensing	J82	Labor Force Composition
		J83	Workers' Rights
		J88	Public Policy
		J89	Other

K. Law and Economics

K00	General	K1	<i>Basic Areas of Law</i>
		K10	General

	K11	Property Law		K31	Labor Law
	K12	Contract Law		K32	Environmental, Health, and Safety Law
	K13	Tort Law and Product Liability • Forensic Economics		K33	International Law
	K14	Criminal Law		K34	Tax Law
	K19	Other		K35	Personal Bankruptcy Law
				K36	Family and Personal Law
				K37	Immigration Law
				K39	Other
K2		<i>Regulation and Business Law</i>			
	K20	General			
	K21	Antitrust Law	K4		<i>Legal Procedure, the Legal System, and Illegal Behavior</i>
	K22	Business and Securities Law		K40	General
	K23	Regulated Industries and Administrative Law		K41	Litigation Process
	K29	Other		K42	Illegal Behavior and the Enforcement of Law
K3		<i>Other Substantive Areas of Law</i>		K49	Other
	K30	General			

L. Industrial Organization

	L00	General		L31	Nonprofit Institutions • NGOs • Social Entrepreneurship
L1		<i>Market Structure, Firm Strategy, and Market Performance</i>		L32	Public Enterprises • Public-Private Enterprises
	L10	General		L33	Comparison of Public and Private Enterprises and Nonprofit Institutions • Privatization • Contracting Out
	L11	Production, Pricing, and Market Structure • Size Distribution of Firms			
	L12	Monopoly • Monopolization Strategies			
	L13	Oligopoly and Other Imperfect Markets	L38		<i>Public Policy</i>
	L14	Transactional Relationships • Contracts and Reputation • Networks		L39	Other
	L15	Information and Product Quality • Standardization and Compatibility			
	L16	Industrial Organization and Macroeconomics: Industrial Structure and Structural Change • Industrial Price Indices	L4		<i>Antitrust Issues and Policies</i>
	L17	Open Source Products and Markets		L40	General
	L19	Other		L41	Monopolization • Horizontal Anticompetitive Practices
				L42	Vertical Restraints • Resale Price Maintenance • Quantity Discounts
				L43	Legal Monopolies and Regulation or Deregulation
				L44	Antitrust Policy and Public Enterprises, Nonprofit Institutions, and Professional Organizations
L2		<i>Firm Objectives, Organization, and Behavior</i>		L49	Other
	L20	General			
	L21	Business Objectives of the Firm			
	L22	Firm Organization and Market Structure			
	L23	Organization of Production	L5		<i>Regulation and Industrial Policy</i>
	L24	Contracting Out • Joint Ventures • Technology Licensing		L50	General
	L25	Firm Performance: Size, Diversification, and Scope		L51	Economics of Regulation
	L26	Entrepreneurship		L52	Industrial Policy • Sectoral Planning Methods
	L29	Other		L53	Enterprise Policy
				L59	Other
L3		<i>Nonprofit Organizations and Public Enterprise</i>	L6		<i>Industry Studies: Manufacturing</i>
	L30	General		L60	General

L61	Metals and Metal Products • Cement • Glass • Ceramics	L8	<i>Industry Studies: Services</i>
L62	Automobiles • Other Transportation Equipment • Related Parts and Equipment	L80	General
L63	Microelectronics • Computers • Communications Equipment	L81	Retail and Wholesale Trade • e-Commerce
L64	Other Machinery • Business Equipment • Armaments	L82	Entertainment • Media
L65	Chemicals • Rubber • Drugs • Biotechnology	L83	Sports • Gambling • Restaurants • Recreation • Tourism
L66	Food • Beverages • Cosmetics • Tobacco • Wine and Spirits	L84	Personal, Professional, and Business Services
L67	Other Consumer Nondurables: Clothing, Textiles, Shoes, and Leather Goods; Household Goods; Sports Equipment	L85	Real Estate Services
L68	Appliances • Furniture • Other Consumer Durables	L86	Information and Internet Services • Computer Software
L69	Other	L87	Postal and Delivery Services
L7	<i>Industry Studies: Primary Products and Construction</i>	L88	Government Policy
L70	General	L89	Other
L71	Mining, Extraction, and Refining: Hydrocarbon Fuels	L9	<i>Industry Studies: Transportation and Utilities</i>
L72	Mining, Extraction, and Refining: Other Nonrenewable Resources	L90	General
L73	Forest Products	L91	Transportation: General
L74	Construction	L92	Railroads and Other Surface Transportation
L78	Government Policy	L93	Air Transportation
L79	Other	L94	Electric Utilities
		L95	Gas Utilities • Pipelines • Water Utilities
		L96	Telecommunications
		L97	Utilities: General
		L98	Government Policy
		L99	Other

M. Business Administration and Business Economics • Marketing • Accounting • Personnel Economics

M00	General	M31	Marketing
M1	<i>Business Administration</i>	M37	Advertising
M10	General	M38	Government Policy and Regulation
M11	Production Management	M39	Other
M12	Personnel Management • Executives; Executive Compensation	M4	<i>Accounting and Auditing</i>
M13	New Firms • Startups	M40	General
M14	Corporate Culture • Diversity • Social Responsibility	M41	Accounting
M15	IT Management	M42	Auditing
M16	International Business Administration	M48	Government Policy and Regulation
M19	Other	M49	Other
M2	<i>Business Economics</i>	M5	<i>Personnel Economics</i>
M20	General	M50	General
M21	Business Economics	M51	Firm Employment Decisions • Promotions
M29	Other	M52	Compensation and Compensation Methods and Their Effects
M3	<i>Marketing and Advertising</i>	M53	Training
M30	General	M54	Labor Management
		M55	Labor Contracting Devices

N. Economic History

- N00 General
- N01 Development of the Discipline:
Historiographical; Sources and Methods
- N1 *Macroeconomics and Monetary Economics*
• *Industrial Structure* • *Growth* • *Fluctuations*
 - N10 General, International, or Comparative
 - N11 U.S. • Canada: Pre-1913
 - N12 U.S. • Canada: 1913–
 - N13 Europe: Pre-1913
 - N14 Europe: 1913–
 - N15 Asia including Middle East
 - N16 Latin America • Caribbean
 - N17 Africa • Oceania
- N2 *Financial Markets and Institutions*
 - N20 General, International, or Comparative
 - N21 U.S. • Canada: Pre -1913
 - N22 U.S. • Canada: 1913 –
 - N23 Europe: Pre -1913
 - N24 Europe: 1913 –
 - N25 Asia including Middle East
 - N26 Latin America • Caribbean
 - N27 Africa • Oceania
- N3 *Labor and Consumers, Demography, Education, Health, Welfare, Income, Wealth, Religion, and Philanthropy*
 - N30 General, International, or Comparative
 - N31 U.S. • Canada: Pre -1913
 - N32 U.S. • Canada: 1913 -
 - N33 Europe: Pre -1913
 - N34 Europe: 1913-
 - N35 Asia including Middle East
 - N36 Latin America • Caribbean
 - N37 Africa • Oceania
- N4 *Government, War, Law, International Relations, and Regulation*
 - N40 General, International, or Comparative
 - N41 U.S. • Canada: Pre -1913
 - N42 U.S. • Canada: 1913 –
 - N43 Europe: Pre -1913
 - N44 Europe: 1913 –
 - N45 Asia including Middle East
 - N46 Latin America • Caribbean
 - N47 Africa • Oceania
- N5 *Agriculture, Natural Resources, Environment, and Extractive Industries*
- N50 General, International, or Comparative
- N51 U.S. • Canada: Pre -1913
- N52 U.S. • Canada: 1913 –
- N53 Europe: Pre -1913
- N54 Europe: 1913 –
- N55 Asia including Middle East
- N56 Latin America • Caribbean
- N57 Africa • Oceania
- N6 *Manufacturing and Construction*
 - N60 General, International, or Comparative
 - N61 U.S. • Canada: Pre -1913
 - N62 U.S. • Canada: 1913 –
 - N63 Europe: Pre -1913
 - N64 Europe: 1913 –
 - N65 Asia including Middle East
 - N66 Latin America • Caribbean
 - N67 Africa • Oceania
- N7 *Transport, Trade, Energy, Technology, and Other Services*
 - N70 General, International, or Comparative
 - N71 U.S. • Canada: Pre -1913
 - N72 U.S. • Canada: 1913 –
 - N73 Europe: Pre -1913
 - N74 Europe: 1913 –
 - N75 Asia including Middle East
 - N76 Latin America • Caribbean
 - N77 Africa • Oceania
- N8 *Micro-Business History*
 - N80 General, International, or Comparative
 - N81 U.S. • Canada: Pre -1913
 - N82 U.S. • Canada: 1913 –
 - N83 Europe: Pre -1913
 - N84 Europe: 1913 –
 - N85 Asia including Middle East
 - N86 Latin America • Caribbean
 - N87 Africa • Oceania
- N9 *Regional and Urban History*
 - N90 General, International, or Comparative
 - N91 U.S. • Canada: Pre -1913
 - N92 U.S. • Canada: 1913 –
 - N93 Europe: Pre -1913
 - N94 Europe: 1913 –
 - N95 Asia including Middle East
 - N96 Latin America • Caribbean
 - N97 Africa • Oceania

O. Economic Development, Innovation, Technological Change, and Growth

- | | |
|--|---|
| <p>O1 <i>Economic Development</i></p> <p>O10 General</p> <p>O11 Macroeconomic Analyses of Economic Development</p> <p>O12 Microeconomic Analyses of Economic Development</p> <p>O13 Agriculture • Natural Resources
• Energy • Environment • Other Primary Products</p> <p>O14 Industrialization • Manufacturing and Service Industries • Choice of Technology</p> <p>O15 Human Resources • Human Development • Income Distribution • Migration</p> <p>O16 Financial Markets • Saving and Capital Investment • Corporate Finance and Governance</p> <p>O17 Formal and Informal Sectors • Shadow Economy • Institutional Arrangements</p> <p>O18 Urban, Rural, Regional, and Transportation Analysis • Housing • Infrastructure</p> <p>O19 International Linkages to Development • Role of International Organizations</p>
<p>O2 <i>Development Planning and Policy</i></p> <p>O20 General</p> <p>O21 Planning Models • Planning Policy</p> <p>O22 Project Analysis</p> <p>O23 Fiscal and Monetary Policy in Development</p> <p>O24 Trade Policy • Factor Movement Policy • Foreign Exchange Policy</p> <p>O25 Industrial Policy</p> <p>O29 Other</p>
<p>O3 <i>Innovation • Research and Development • Technological Change • Intellectual Property Rights</i></p> | <p>O30 General</p> <p>O31 Innovation and Invention: Processes and Incentives</p> <p>O32 Management of Technological Innovation and R&D</p> <p>O33 Technological Change: Choices and Consequences • Diffusion Processes</p> <p>O34 Intellectual Property and Intellectual Capital</p> <p>O35 Social Innovation</p> <p>O38 Government Policy</p> <p>O39 Other</p>
<p>O4 <i>Economic Growth and Aggregate Productivity</i></p> <p>O40 General</p> <p>O41 One, Two, and Multisector Growth Models</p> <p>O42 Monetary Growth Models</p> <p>O43 Institutions and Growth</p> <p>O44 Environment and Growth</p> <p>O47 Empirical Studies of Economic Growth • Aggregate Productivity • Cross-Country Output Convergence</p> <p>O49 Other</p>
<p>O5 <i>Economywide Country Studies</i></p> <p>O50 General</p> <p>O51 U.S. • Canada</p> <p>O52 Europe</p> <p>O53 Asia including Middle East</p> <p>O54 Latin America • Caribbean</p> <p>O55 Africa</p> <p>O56 Oceania</p> <p>O57 Comparative Studies of Countries</p> |
|--|---|

P. Economic Systems

- | | |
|---|--|
| <p>P00 General</p>
<p>P1 <i>Capitalist Systems</i></p> <p>P10 General</p> <p>P11 Planning, Coordination, and Reform</p> <p>P12 Capitalist Enterprises</p> <p>P13 Cooperative Enterprises</p> <p>P14 Property Rights</p> <p>P16 Political Economy</p> <p>P17 Performance and Prospects</p> <p>P18 Energy • Environment</p> <p>P19 Other</p> | <p>P2 <i>Socialist Systems and Transitional Economies</i></p> <p>P20 General</p> <p>P21 Planning, Coordination, and Reform</p> <p>P22 Prices</p> <p>P23 Factor and Product Markets • Industry Studies • Population</p> <p>P24 National Income, Product, and Expenditure • Money • Inflation</p> <p>P25 Urban, Rural, and Regional Economics</p> <p>P26 Political Economy • Property Rights</p> <p>P27 Performance and Prospects</p> <p>P28 Natural Resources • Energy • Environment</p> |
|---|--|

	P29	Other		P44	National Income, Product, and Expenditure • Money • Inflation
P3		<i>Socialist Institutions and Their Transitions</i>		P45	International Trade, Finance, Investment, and Aid
	P30	General		P46	Consumer Economics • Health • Education and Training • Welfare, Income, Wealth, and Poverty
	P31	Socialist Enterprises and Their Transitions		P47	Performance and Prospects
	P32	Collectives • Communes • Agriculture		P48	Political Economy • Legal Institutions • Property Rights • Natural Resources • Energy • Environment • Regional Studies
	P33	International Trade, Finance, Investment, Relations, and Aid		P49	Other
	P34	Financial Economics			
	P35	Public Economics			
	P36	Consumer Economics • Health • Education and Training • Welfare, Income, Wealth, and Poverty			
	P37	Legal Institutions • Illegal Behavior			
	P39	Other	P5		<i>Comparative Economic Systems</i>
P4		<i>Other Economic Systems</i>		P50	General
	P40	General		P51	Comparative Analysis of Economic Systems
	P41	Planning, Coordination, and Reform		P52	Comparative Studies of Particular Economies
	P42	Productive Enterprises • Factor and Product Markets • Prices • Population		P59	Other
	P43	Public Economics • Financial Economics			

Q. Agricultural and Natural Resource Economics • Environmental and Ecological Economics

	Q00	General		Q26	Recreational Aspects of Natural Resources
	Q01	Sustainable Development		Q27	Issues in International Trade
	Q02	Commodity Markets		Q28	Government Policy
Q1		<i>Agriculture</i>		Q29	Other
	Q10	General			
	Q11	Aggregate Supply and Demand Analysis • Prices	Q3		<i>Nonrenewable Resources and Conservation</i>
	Q12	Micro Analysis of Farm Firms, Farm Households, and Farm Input Markets		Q30	General
	Q13	Agricultural Markets and Marketing • Cooperatives • Agribusiness		Q31	Demand and Supply • Prices
	Q14	Agricultural Finance		Q32	Exhaustible Resources and Economic Development
	Q15	Land Ownership and Tenure • Land Reform • Land Use • Irrigation • Agriculture and Environment		Q33	Resource Booms
	Q16	R&D • Agricultural Technology • Biofuels • Agricultural Extension Services		Q34	Natural Resources and Domestic and International Conflicts
	Q17	Agriculture in International Trade		Q35	Hydrocarbon Resources
	Q18	Agricultural Policy • Food Policy		Q37	Issues in International Trade
	Q19	Other		Q38	Government Policy
Q2		<i>Renewable Resources and Conservation</i>		Q39	Other
	Q20	General	Q4		<i>Energy</i>
	Q21	Demand and Supply • Prices		Q40	General
	Q22	Fishery • Aquaculture		Q41	Demand and Supply • Prices
	Q23	Forestry		Q42	Alternative Energy Sources
	Q24	Land		Q43	Energy and the Macroeconomy
	Q25	Water		Q47	Energy Forecasting
				Q48	Government Policy
				Q49	Other
			Q5		<i>Environmental Economics</i>
				Q50	General

Q51	Valuation of Environmental Effects	Q56	Environment and Development • Environment and Trade • Sustainability • Environmental Accounts and Accounting • Environmental Equity • Population Growth
Q52	Pollution Control Adoption and Costs • Distributional Effects • Employment Effects	Q57	Ecological Economics: Ecosystem Services • Biodiversity Conservation • Bioeconomics • Industrial Ecology
Q53	Air Pollution • Water Pollution • Noise • Hazardous Waste • Solid Waste • Recycling	Q58	Government Policy
Q54	Climate • Natural Disasters and Their Management • Global Warming	Q59	Other
Q55	Technological Innovation		

R. Urban, Rural, Regional, Real Estate, and Transportation Economics

	R00	General		R31	Housing Supply and Markets
<i>R1</i>	<i>General Regional Economics</i>			R32	Other Spatial Production and Pricing Analysis
	R10	General		R33	Nonagricultural and Nonresidential Real Estate Markets
	R11	Regional Economic Activity: Growth, Development, Environmental Issues, and Changes		R38	Government Policy
	R12	Size and Spatial Distributions of Regional Economic Activity	<i>R4</i>	<i>Transportation Economics</i>	
	R13	General Equilibrium and Welfare Economic Analysis of Regional Economies		R40	General
	R14	Land Use Patterns		R41	Transportation: Demand, Supply, and Congestion • Travel Time • Safety and Accidents • Transportation Noise
	R15	Econometric and Input–Output Models • Other Models		R42	Government and Private Investment Analysis • Road Maintenance • Transportation Planning
	R19	Other		R48	Government Pricing and Policy
<i>R2</i>	<i>Household Analysis</i>			R49	Other
	R20	General			
	R21	Housing Demand		<i>R5</i>	<i>Regional Government Analysis</i>
	R22	Other Demand		R50	General
	R23	Regional Migration • Regional Labor Markets • Population • Neighborhood Characteristics		R51	Finance in Urban and Rural Economies
	R28	Government Policy		R52	Land Use and Other Regulations
	R29	Other		R53	Public Facility Location Analysis • Public Investment and Capital Stock
<i>R3</i>	<i>Real Estate Markets, Spatial Production Analysis, and Firm Location</i>			R58	Regional Development Planning and Policy
	R30	General		R59	Other

Y. Miscellaneous Categories

<i>Y1</i>	<i>Data: Tables and Charts</i>	Y40	Dissertations (unclassified)
	Y10 Data: Tables and Charts		
<i>Y2</i>	<i>Introductory Material</i>	<i>Y5</i>	<i>Further Reading (unclassified)</i>
	Y20 Introductory Material	Y50	Further Reading (unclassified)
<i>Y3</i>	<i>Book Reviews (unclassified)</i>	<i>Y6</i>	<i>Excerpts</i>
	Y30 Book Reviews (unclassified)	Y60	Excerpts
<i>Y4</i>	<i>Dissertations (unclassified)</i>	<i>Y7</i>	<i>No Author General Discussions</i>
		Y70	No Author General Discussions

Y8	<i>Related Disciplines</i>	Y90	Other
	Y80 Related Disciplines	Y91	Pictures and Maps
Y9	<i>Other</i>	Y92	Novels, Self-Help Books, etc.

Z. Other Special Topics

	Z00 General
Z1	<i>Cultural Economics • Economic Sociology • Economic Anthropology</i>
	Z10 General
	Z11 Economics of the Arts and Literature
	Z12 Religion
	Z13 Economic Sociology • Economic Anthropology • Social and Economic Stratification
	Z18 Public Policy
	Z19 Other
Z2	<i>Sports Economics</i>
	Z20 General
	Z21 Industry Studies
	Z22 Labor Issues
	Z23 Finance
	Z28 Policy
	Z29 Other
Z3	<i>Tourism Economics</i>
	Z30 General
	Z31 Industry Studies
	Z32 Tourism and Development
	Z33 Marketing and Finance
	Z38 Policy
	Z39 Other

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