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## EDITORIAL

The turn of the centuries, even millennia, a time of unprecedented globalization of today's world, military-strategic, economic, political, and cultural information. Current theories of law, economics and management are required to respond to a wide-ranging challenges of globalization. The answers to the challenges of civilization are sought in close cooperation, because today, as never before, law issues, management and economics are closely intertwined with issues of morality and justice, freedom and responsibility of man, the third company millennium. Today's situation is unique in that there is an accumulation of many changes and critical phenomena in all three areas, and nobody knows to predict their cumulative impact. Although the main issue of these days is financial system crisis, this will certainly impact other sectors of the economy, law and consequently the management. That is why the magazine monitors historical as well as current events in law, economics and management in form of expertise together with practical examples. The journal thus provides a comprehensive methodology that can be applied both in simple as well as in most complex cases which experts from scientific research and educational institutions, as well as managers, economists and lawyers in their daily practice can meet.

The journal is a „good fellow“ to expand the horizons not only for those who have already worked in this area, but also provides sufficient information for academic and professional community.

The aim of the journal LE&M is to render the publication of scientific and technical work for the target group of university teachers and researchers, experts in law, management, economics and make room for an intensive exchange of information and ideas, which results from expansion and improvement of cooperation between educational institutions themselves, as well as economic practice in Slovakia and abroad.

The Journal LE&M is a peer-reviewed academic journal that provides opportunity for presenting the latest expertise, research results and knowledge base to extend the rights of management and economics. The journal is published in cooperation with the London publisher of STS Science Centre Ltd.

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## EDITORIAL

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## SCIENTIFIC PAPER

## Statistical distribution as a tool for risk description

*Daniel Buc, Štefan Cisko***Abstract**

Probability partition of a random variable is a rule whereby to each phenomenon described by this variable is associated a particular probability. This rule is also called the statistical distribution. The specific statistical distribution of a random variable is obtained by assigning a probability to each value of the discrete random variable, respectively to interval values of the continuous random variable. Probability distribution can also be seen as a view that assigns to each elementary phenomenon a particular real number that determines the likelihood of this phenomenon.

**Key words:** distribution, statistics, analysis

## Marketing pricing strategies of store chain in Presov region

*Jana Jurková, Jaroslava Gbuřová***Abstract**

The paper deals with pricing strategies in marketing of the branches of chain stores situated in Presov region. The aims of research are to identification the most commonly used pricing strategies in marketing from the point of view of marketing managers of the branches of chain stores and the various connections between marketing pricing strategies.

**Key words:** marketing, Presov region, price, pricing, strategy

## Quality assessment of busoness environment in regions of Slovakia form aspects of human potencial

*Viera Kumišínová***Abstract**

Theoretical justification for the interaction of regional competitiveness, business environment and the human potential is the starting point for analysis of the quality of human potential in the regions of Slovakia. Analysis is made with own summary quality index of regional business environment and human resources subindex.

**Keywords:** regional competitiveness, human potential, business environment, comprehensive index of regional business environment, human resources subindex

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## Analysis of environmental investments in small and medium-sized engineering companies

*Andrea Andrašová, Bartolomej Hajník, Jozef Zlocha*

### **Abstract**

*An article is based on an analysis of the environmental investments which had been done in several small and medium-sized engineering companies. The analysis had been performed in 2010 in the initial research related to another direction of PhD thesis. The article presents data collected in controlled interviews with managers responsible for human resources. The obtained information was used to increase the knowledge in the area human resources and sustainable development in this sector.*

**Key words:** investments, environment, efficiency

## Tourist destinations management Cooperative relations in the system of destination management

*Michala Dubská*

### **Abstract**

*The study focuses on public-private partnership and cooperation in tourism industry. It describes its forms, principles, motivational aspects, critical factors, possibilities and barriers of cooperation between stakeholders. Regional development of tourism means to create destination management organizations and to create regional package of tourist services in order to enhance the innovation potential and competitiveness of tourism. The part of the paper provides a brief analysis of existing associations and organizations within Slovakia using the data gathered by personal interviews and electronic questionnaires. The study follows destination management approaches and contemporary processes in a law system of tourism in Slovakia.*

**Key words:** tourism, cooperational relations, public-private partnership, tourist organizations

## Opportunities and barriers to the taxation of banks in the EU

*Veronika Frnková*

### **Abstract**

*The introduction of this article briefly describes the causes of the outbreak of the crisis that started to show its effects in the middle of 2007 and into 2008 and the consequences of financial crisis. The next section outlines the reasons for introducing the bank tax, the function that should bank tax ensure and the objectives that should be by bank tax achieved. Third section describes specific ways of financial sector taxation (Financial Transactions Tax, Financial Activities Tax, Financial Stability Contribution). In the next part I state the reasons that hinder the rapid and effective implementation of financial sector taxation (high capital mobility, the need to introduce a global tax..).*

**Key words:** banks, barriers, opportunities

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# Evaluation of investments into training activities in selected organizations in Slovakia

Zdenka Gyurák Babel'ová

## **Abstract**

*Evaluation of effectiveness of investments into education and trainings is an area that is usually complicated in many companies. Human resource managers are still seeking ways to demonstrate the value of investments in education and their benefits for company and employees. Carried out research proved, that many decisions regarding education are carried out intuitively, and there are only poor records to verify that these investments have positive benefits in many companies. There is why human resource managers need to have a method, tool or procedure that will enable them to evaluate the effectiveness of investments into company human resources, so they can accurately identify the benefits and advantages of such investments. Article focuses on aspects, which have to be considered when selecting appropriate method for evaluation of investment into training activities. There are also presented results from research carried out in selected organizations in Slovakia.*

**Key words:** education, training, development, investment, employees

## Company in the digital age

Daniela Hrehová, Pavel Žiaran

## **Abstract**

*A new millennium with significant economic, social changes brought about changes in the business for domestic and international markets. Internet is now a part of running a modern business and an essential tool in meeting daily duties (education, communication, marketing, etc.). Internet since its very beginning and offers a variety of services možnosti. Internet strategy and Internet marketing should form part of any marketing company. Internet and World Wide Web are an integral part of the company, competitive advantage and become the alpha and omega in the business.*

**Key words:** company, internet, modern company image

## Evaluation of the funds performance

Tomáš Klieščík, Petra Solárová

## **Abstract**

*The aim of this contribution is to describe how the theoretical approaches evaluate the performance of collective investment funds as well as methods that bring current practice. The list of methods is not exhaustive but I focused especially the most important and frequently used methods of measuring performance.*

**Keywords:** Net assets value, Benchmarking, Performance, Fund, Return

**JEL Classification:** G11

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## Methods of consumer policy evaluation in the European Union

*Lehutová Katarína, Tomáš Klieštík*

### **Abstract**

*The future growth in Europe depends on the stimulation of innovation and improvement of the single market. The demand side of the single market contributes to these goals. Consumers who are empowered and who understand the abundance and complexity of the choices they face, reward efficient and innovative businesses, thereby sharpening competition and stimulating innovation. Thus, it is important to identify the markets and sectors where consumers find it hard to make the right choices, where consumer confidence is low and problems abound. Ranking different markets, based on consumer views of their functioning on a comparable basis, provides an important indication of where markets are failing consumers. This is the purpose of the various indexes operation. This paper describes the most important indicators which are used to measure the level of consumer policy in the European countries.*

**Keywords:** *consumer policy, consumer protection, consumer conditions index, consumer market performance, RAPEX and RASFF system, fuzzy logic*

## Public Participation in Making Environmental Decisions – a real right or soft law

*Piotr Lewandowski*

### **Abstract**

*Legal regulation of the public participation in decision-making processes concerning the environment comprises the norms from the acts of international, European Union and internal law. All those norms constitute a part of Polish legal order applied in relation to facts arising in the territory of the Polish state. The Aarhus Convention grants the public specific rights and imposes certain obligations on the administration bodies. Both the rights and obligations are designated for direct application in national legal relations including before the courts. In turn, the Regulation (EC) No 1367/2006 of the European Parliament and of the Council aims at the introduction of regulations concerning the application of the requirements of the Convention to the bodies and institutions of the Union. The Regulation introduces the control of administrative acts through the review procedure including the review proceedings before the Court of Justice of the European Union. The Act of 3 October 2008 on making information on the environment and its protection available, on public participation in environmental protection and on environmental impact assessments contains regulations concerning the so-called general principles of environmental protection law. The Act considered that the universality of access to information on the condition and protection of the environment is one of the cardinal principles of Polish environmental protection law. Legal regulation of public participation in environmental protection seems to be excessively abundant. A conclusion may reasonably be reached that legal regulation is, to a large extent, superficial. The large scale of that legal regulation is to carry the conviction that the public, and even one natural person, has real influence on the creation of environmental protection law. The norms following from such numerous provisions seem to fulfil a symbolic function thus pretending the pursuance of a specific policy in a given area, such a function being one of the typical sources of praxeological contradiction.*

**Keywords:** *the Aarhus Convention, Public Participation, Access to Information, Regulation (EC) No 1367/2006,*

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## Approaches to Risk management in the Slovak Enterprises

*Mária Lusková, Katarína Buganová*

### **Abstract**

*This paper deals with risk management and risk assessment related to enterprise managing activities that are not dependent only on the risk alone but also on the external and internal enterprise environment and specific acting of the manager. Through the Slovak CEO Survey 2011, that includes opinions from 406 Slovak companies, presents perception of the risks that could threaten the growth of the companies from the side of the Slovak Chief Executive Officers. Further it presents main insufficiencies connected with legislative and weaknesses of the Slovak managers. The paper deals also with risk assessment as the cornerstone of an effective enterprise risk management, defines it and indicates its role in internal audit and business practices. In conclusion it emphasizes that the risk ownership becomes today the more key strategic issue in comparison with ownership of assets, capacities and abilities.*

**Key words:** *risk, risk assessment, crisis, uncertainty, risk management*

## Important game-theoretic models and their practical interpretation

*Karolína Mužtková*

### **Abstract**

*Decision-makers in companies make their decisions in complex environment, where the success of their decisions depends on decisions made by other companies or agents. Such interactive decision making is analyzed by game theory. The aim of this paper is to present and interpret important game-theoretic models, i.e. games. Games are dealt in three different sections according to their properties. Motivation stories around these games should be regarded as quite distant to business practice. Nevertheless they are mentioned, because they facilitate general comprehension about the strategic context of the whole situation. Moreover, they improve the decision-maker's overall strategic thinking, what should be a competitive advantage. Several examples from business practice are presented as well.*

**Keywords:** *game theory, game-theoretic models, interactive decision making, pure conflict game, cooperation game, mixed-motive game.*

## Cost deployment in manufacture oriented companies

*Peter Nagy, Barbara Hlavňová*

### **Abstract**

*The key priority of each company is to reduce the cost to make a profit and invest it into expanding business areas. There are not many papers which describe methodology of manufacturing cost reduction. This article is a short survey how prof. Hajime Yamashina, Professor of Kyoto University, brings this theory to reality in sophisticated Cost Deployment policy. It shortly shows us how important is to investigate various production losses, processes generating cost and to find connection between different types of loss reduction and their possible cost reduction.*

**Key words:** *cost deployment, manufacturing corporation, World Class Manufacturing*

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## To make a child ecological aware has become a matter of necessity

Jaroslav Oberuč

### **Abstract**

*The power of man in the nature clearly includes the responsibility for it. This responsibility is not based on romantic ideals of 19th century, but on the empirical facts and realities of 20th century, with a view in to 21th century. Aman can enjoy his relationship to nature only if he lives with nature in the most immediate contact and if he sees and experiences the effects of his own action on nature. Meanwhile he can correct his behavior to the nature with knowledge of direct negative impact on his life health. Therefore permanent care for the environment is closely connected with the status of environmental awareness and education among the population. Environmental education should be an obvious part of widely based enviromental education process in a modern democratic society.*

**Keywords:** *environment, environmental education, content of environmental education, methods and means of environmental education*

## Financial derivatives, option pricing and risk

Erika Spuchl'áková

### **Abstract**

*Financial derivative is a financial instrument whose payoff is based on the price of an underlying asset, reference rate, or an index. The term "derivatives" is hardly forty years old in the academic discipline of finance, though, though it does not necessarily mean that they are a modern invention. Since derivatives markets have been in existence for as long, and by many accounts even longer than that for securities, it has been their growth in the past forty years that has made them a significant segment of financial markets. It is interesting to note that the term did not find in either Black-Scholes' (1973) path-breaking article or the equally erudite Merton's (1974) work. Probably this word was used by Mark Rubinstein for the first time in a financial context in his 1976 article. Derivate is a generic term referring to forward, futures, options and swaps, although there is no unanimity as to whether (simple) swaps can really be called as derivatives.*

**Key words:** *financial derivatives, options, Black-Scholes Model, Merton Model, risk*

## The open border policy

Cezary Tomasz Szyjko

### **Abstract**

*The new global security challenges in recent years have had a significant impact on European security. New transnational threats are challenging national as well as international policies and institutions for security. The necessities of transnational crisis management in a globalised world are compelling also the EU to take on a new security responsibility.*

**Key words:** *security, globalization, policy*

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## Management information systems potential from point of view of their creators and users

*Emília Škorecová, Alexandra Ferenczi Vaňová, Iveta Košovská*

### **Abstract**

Nowadays, Management Information Systems (MIS) have become a necessary business management tool. The authors of this article are comparing the potential of management information systems as declared by the companies of their creators with the opinions of their users. MIS users are often disappointed due to the fact that despite of high MIS implementation cost they did not achieve any significant productivity, profitability and competitiveness improvement.

This situation requires improvement by both of the MIS creators as well as their users MIS especially in the area of special communication and education. A phased creation of new professions in the area of information technologies – architects and information systems designers whose technical skills will be tightly interconnected with business activities - is becoming a necessity. To overcome successfully the stagnation and business recession under the global economy crisis complicated circumstances, MIS utilization analysis and positive experience implementation are also important.

**Key words:** Management information systems (MIS), information technologies, creators, users, management, effectiveness, competitiveness

## Period of recession and its reflection in the revenue of municipalities

*Juraj Tej, Michaela Sirková*

### **Abstract**

In Slovakia, the goal was to achieve a transparent fiscal decentralization of municipalities funding. So far the country has taken place in the municipal reform that would solve the system of financing many of small municipalities, which are unable to effectively finance the competence of government.

In this article we analyzed how revenue shortfall, caused by the current global economic and financial crisis, influences the rates of local taxes in the municipal budgets in all district cities in the region of Prešov.

**Key words:** Economic and financial crisis, changes in tax rates, local tax, revenue base of municipalities

## Strong corporate culture and its impact on business

*Monika Tóthová*

### **Abstract**

The basic target each enterprise is to achieve success and prosperity. Since this objective based overall enterprise policy, its decisions and concrete actions. Increasingly, in this context arises the concept of corporate culture. Corporate culture is a combination of strategic business perspective to the management of human resources, resulting in appropriate behavior of managers and employees. This article is focused on the impact of a strong corporate culture that influences the behavior of managers and executives in the company.

**Key word:** strong corporate culture, corporate culture factors, managers, employees

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## Specific form of corporate financing at Hungarian market

*Katarína Véghová, Beáta Machová*

### **Abstract**

*The topic of our study is to examine the attitudes of small businesses on the demand-side of venture capital. In order to understand the reasons why entrepreneurs are interested in finding this type of financing, we had to examine the basic principles of the functioning of venture capital as a specific form of corporate financing.*

**Keywords:** *venture capital, small and medium-size enterprise, groups of enterprises demanding venture capital*

## Basic statistical measures used in the Theory of portfolio

*Katarína Zvaríková*

### **Abstract**

*The papers are focused on the basic statistical measures which are used in the Theory of portfolio. The aim of the Theory of portfolio is to construct a collection of assets which is appropriate to hold together so that the investor can maximize the return and minimize the risk. The return and the risk have their equivalents in statistic and they can be computed by these statistical measures. On the basis of this computing the portfolio of assets can be constructed with predetermined characteristics.*

**Key words:** *Theory of portfolio, random variable, expected value, variance, covariance*

**JEL classification:** *G11*

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