

CONTENTS

Gabriela Antošová

A review of quantitative and qualitative approaches and usage of researchers' terminology in cultural rural development 7

Kateřina Boukalová

Through the eyes of Local Action Groups in the Czech Republic 8

Chandru Nagarajan Sathiyabama, Pramod Dasan

Lean methodology in food industry for resource allocation 9

Jakub Dostál

How to measure monetary value of volunteering in emergencies in the Czech Republic 10

Michal Ďuríník

Anchoring effect in willingness-to-pay decisions 11

Martin Guzi

The curse of social assistance in the Czech Republic 12

Vladimír Hajko

How do petrol and naphtha prices relate to the crude oil 13

Jana Hvozdenská

European debt crisis 14

Viktorija Igošina

EU and OFDI from BRICs economies. Formal modelling of the investment determinants of emerging economies in the EU. 15

Veronika Kajurová

Interactions between CDS markets and bond markets 16

Alena Kolářová

What is the functioning of the LAG about? The point of view of the management 17

Dariusz Leszczyński

The investigation into the success factors in business among Polish female micro-entrepreneurs from the Mazowieckie and Warmińsko-Mazurskie Provinces: A comparative analysis. 18

Filloreta Madani, Oltiana Muharremi, Erald Pelari

Compulsory insurance issues and ways to improve it in the Albanian market 19

Tereza Miková	
Is IFRS for SMEs convenient and practical for European small and medium business entities?	20
Ján Mitaľ	
Application of the model of knowledge transfer in multinational corporations on conditions of Slovak subsidiaries.....	21
Oltiana Muharremi, Filloreta Madani, Erald Pelari	
The development and continuous reforms of the Social Security System in Albania ...	22
Vilém Pařil	
Current Czech highways environmental impacts assessment - chosen approaches....	23
Marie Pechrová	
Factors influencing the success of the Local Action Groups operating in the Czech Republic	24
Adam Přeučil	
The estimation of the future value of the Apple's trademark	25
Katarína Rimegová	
Five decades of development strategies and the role of official development assistance (ODA) in their process	26
Félix Sádaba	
The new regulation of consumer law: Protection of consumers in online sales	27
Veronika Šramová	
Scenarios as a tool for preparing companies for the future	28
Miřhal Struk	
Regional comparison of Czech municipal waste expenditures	29
Markus Vesely	
Differences in the assumption of competences among Czech executives from small-, medium- and big-sized enterprises	30
Esen Yavas	
Overcoming the financial crisis: insights from new institutional economics.....	31
Branislav Zagoršek	
Utilization of business experiments in postindustrial environment	32
Anna Závodská	
Knowledge management activities towards successful mergers	33