

Table of Contents

John Anchor, Jana Fišerová.....	8
Gender and Regional Differences in Earnings Expectations of Czech and English Students: Evidence from Business Schools	
Klára Antlová.....	23
Using ICT for Knowledge Prospecting and Developing International Entrepreneurship Competencies	
Sören Bär, Kristina Eilemann.....	31
Communication Strategies for the Generation 50plus, Exemplified by the Automotive Sector	
Pavla Bednářová.....	42
The Roles of Currencies in the Process of World Economy Globalization	
Štefan Berežný, Marek Andrejkovič.....	52
The Statistical Outcomes in the Airport as a Tool of Decision-Making and Management Process	
Štefan Berežný, Zuzana Hajduová.....	59
Selected Optimization Procedures in the Airport as a Regional Development Foundation	
Arnošt Böhm, Kristýna Tůmová.....	66
New Challenges of Export Credit Insurance in Current Economic Situation	
Akvile Cibinskiene.....	74
Price Regulation of Infrastructure Natural Monopoly: Evaluation of It's Effect	
Maria Ershova.....	83
Tacit Knowledge Sharing and Organizational Culture Model of Competitive Values Framework: A Theoretical Research	
Daniela Frejková.....	94
The Interrelations between Customer Relationship Management and Market Orientation in High-Tech Companies in the Czech Republic	
Yiyang Guo.....	103
Comparison of Chinese-Czech Name Culture: An Influence of Culture on Brand Building	
Kateřina Gurinová, Vladimíra Hovorková Valentová.....	110
Problems of Missing Values in Marketing Researches	
Jana Holá.....	118
The Importance of Internal Marketing Communication to Build a Stable Business	
Iveta Honzáková, Světlana Myslivcová.....	126
Sustainable Tourist Industry as a Long-Term Prosperity in the Development of a Territory	
Monika Chobotová.....	135
Selected Aspect of Creation Development Strategies for Using the Method Dynamic Strategic Balance	

Nataliya Ivashchenko, Irina Gavrilova.....	142
Problems of Estimation of Enterprise Competitiveness	
Helena Jáčová, Jaroslava Syrovátková.....	148
Suggestions by Municipalities on How to Deal with Regional Disparities in the Czech Republic	
Hana Jahodová.....	158
Internet Communication of Automobile Brands in the Czech Republic	
Daria E. Jaremen, Elżbieta Nawrocka.....	165
Marketing Orientation in the Practice of Polish Enterprises with Particular Emphasis on Promotion	
Alena Kocmanová, Petr Němeček.....	177
Economic, Environmental and Social Issues and Corporate Governance in Relation to Measurement of Company Performance	
Jiří Kraft.....	187
Theoretical Principles of the Expected Deadweight Loss Change in a Globalizing World Economy	
Jiří Kraft, Alexander Zaytsev, Vyacheslav Baranov.....	193
Globalization and Innovative Factors of the Enterprises Development	
Petra Kressová.....	200
Management Development from Czech Managers Point of View	
Miroslava Lungová.....	210
Clustering as a Possible Method of Boosting Rural Development	
Martina Mikeszová.....	219
Regional Differences in Rental Housing (Un)Affordability Following the Rent Deregulation in the Czech Republic	
Hana Mohelská, Martina Hedvičáková.....	234
The Influence of Macroeconomic Entities on City and Village Budgets	
Karina Mužáková.....	244
Time Series Analysis and Their Development Prediction of Gross Premium Written of Life and Non-Life Insurance in the Frame of the Czech Insurance Market	
Valentinas Navickas, Asta Malakauskaite.....	253
Stimulating Regional Economy Competitiveness through the Formation of Clusters	
Sergey Nikolaev, Alexander Zaytsev.....	260
Role of Educational Establishment in System of Competitiveness Increase of Economic Players	
Martina Novotná, Tomáš Volek.....	266
Relationship between Single Factor and Multifactor Productivity Measures at the Level of NUTS1	
Arnoldina Pabedinskaite.....	275
Successful Implementation of ERP Systems	
Karel Pavlica, Robert B. Kaiser, Eva Jarošová.....	284
Versatile Leadership, LVI and Their Application in Škoda Auto a.s.	

Lina Pilelienė, Audrius Šimkus	294
Modelling of Sponsor Relationship Management System for Lithuanian Men's National Basketball Team	
Irena Pokorná, Luboš Smutka	303
Does Regional Integration Promote Trade? Case Study of Selected Regional Trade Agreements	
Petr Ponikelský	313
Specifics of Municipal Development Control	
Martina Prskavcová, Pavla Řehořová	320
Attractivity of Domicile of Czech Municipalities	
Lenka Půlpánová	327
Tourism Service Quality: Implementing the Standards for Achieving the Competitive Advantage	
Josef Sedlár	336
Balanced Scorecard as a Corporate Strategy Execution Tool	
Jaroslav Svoboda, Martina Novotná	344
Financial Analysis Assessment of Agricultural Holdings in the LFA Regions	
Jarmila Šebestová, Thomas M. Cooney	352
FDI as an Economic Growth Strategy in the Czech Republic - Lessons from Ireland	
Eva Šlaichová	364
Application of Queueing Theory in Setting Standards of Auxiliary and Service Work	
Zuzana Švandová	370
Image as an Instrument of Marketing Communication of the University	
Tomáš Tichý	379
Sensitivity Modelling of Capital Requirements to Market Risk	
Michal Tvrdoň	389
Regional Disparities in Visegrád Group Countries	
Piotr Tworek	398
The Risk Management System as a Source of Information and Knowledge about Hazards in Construction Companies - Selected Theoretical Aspects	
Mária Uramová, Miroslava Tuschlová, Vladimír Hladlovský	408
The Slovak Republic - Economic and Legal Aspects of Joining the European Monetary Union	
Adéla Zemanová	422
Czech Republic Corporate Identity	
Robert Zich	432
Application and Development of the Success-Ability Concept within Investigation of Competitive Advantages of Company	