

## CONTENT

QUALITY MANAGEMENT IN THE CUSTOMER SERVICE PROCESS <b>Roma MARCZEWSKA-KUŹMA, Arkadiusz KOWALSKI, Václav ZUBR</b> .....	9
SMART GROWTH AND VULNERABILITY TO CRISIS IN THE EU REGIONS – EVALUATION WITH LOGISTIC REGRESSION <b>Malgorzata MARKOWSKA</b> .....	19
STRATEGIC IMPACTS OF PROBLEMATIC ASPECTS OF DEVELOPMENTAL TENDENCIES IN SPECIFIC RETAIL ACTIVITIES <b>Petra MATĚJOVSKÁ</b> .....	31
ANALYSIS OF EDUCATIONAL NEEDS – STARTING POINT FOR IDENTIFYING THE NEEDS OF FURTHER PROFESSIONAL EDUCATION IN BUSINESSES <b>Marta MATULČÍKOVÁ, Daniela BREVENÍKOVÁ</b> .....	43
OPEN INNOVATION AS A TOOL OF STRATEGIC MANAGEMENT <b>Pavla MATULOVÁ, Kamil KUČA</b> .....	57
AN EMPIRICAL STUDY OF MODERNITY IN AGRICULTURAL COOPERATIVES IN POLAND <b>Malgorzata MATYJA, Magdalena RAJCHELT-ZUBLEWICZ</b> .....	66
DIGITAL TRANSPARENCY AND PERFORMANCE EVALUATION IN PUBLIC ADMINISTRATION <b>Hana MOHELSKÁ, Marcela SOKOLOVÁ</b> .....	75
THE CORRELATION OF GOVERNMENT EXPENDITURE ON INFORMATION AND KNOWLEDGE SYSTEMS WITH UNEMPLOYMENT <b>Hana MOHELSKÁ, Majid ZIAEI NAFCHI</b> .....	83
DIRECTION OF CHANGES ON THE MILK MARKETS IN POLAND, THE CZECH REPUBLIC AND SLOVAKIA IN COMPARISON WITH THE BIGGEST MILK PRODUCERS IN EU (2005-2016) <b>Anna OLSZAŃSKA, Jaroslava DITTRICHOVÁ</b> .....	92
TRENDS IN FINANCIAL MANAGEMENT OF MUNICIPALITIES IN CONDITIONS OF THE SLOVAK REPUBLIC <b>Dana ORSZÁGHOVÁ, Radomíra HORNYÁK GREGÁŇOVÁ, Viera PAPCUNOVÁ</b> .....	102
SOCIAL RESPONSIBILITY BUSINESS AS A MODERN FORM OF BUSINESS ETHICS <b>Jolanta PAKULSKA, Malgorzata RUTKOWSKA</b> .....	114
VEHICLE ROUTING PROBLEM WITH EXTERNAL CARRIER <b>Jan PELIKÁN</b> .....	127
INFLUENCE OF SELECTED CLUSTER ON THE FINANCIAL PERFORMANCE OF MEMBER BUSINESS ENTITIES <b>Natalie PELLONEOVÁ, Eva ŠTICHHAUEROVÁ</b> .....	133
THE VALUE OF PUBLIC SAFETY IN JELENIA GÓRA, POLAND <b>Zbigniew PIEPIORA, Maja KUJAWA</b> .....	144

ROLE OF RESEARCH AND DEVELOPMENT IN SMART SPECIALISATION OF EU REGIONS AND ITS EFFECT ON LABOUR PRODUCTIVITY <b>Peter PISÁR, Ján HUŇADY, Ina DURČEKOVÁ</b> .....	157
OPPORTUNITIES AND BARRIERS TO THE DEVELOPMENT OF AGRICULTURE 4.0 IN THE CONTEXT OF LOW CARBON AGRICULTURE IN POLAND <b>Arkadiusz PIWOWAR</b> .....	169
HUMAN RESOURCES MANAGEMENT IN THE INDUSTRIAL REVOLUTION 4.0: GENERAL AND POLISH PERSPECTIVE <b>Katarzyna PIWOWAR-SULEJ</b> .....	179
NONLINEAR COURNOT DUOPOLY GAME <b>Pavel PRAŽÁK</b> .....	188
EMPLOYMENT STRUCTURE TRANSFORMATIONS IN LARGE POLISH CITIES <b>Katarzyna PRZYBYŁA</b> .....	196
TRANSPORTATION FUEL TAXES IN POLAND AS CLIMATE POLICY INSTRUMENTS <b>Michał PTAK</b> .....	206
THE GROWTH ACCOUNTING FOR INDUSTRY AND SERVICES OF SLOVAKIA AND CZECHIA <b>Manuela RAISOVÁ</b> .....	216
PROBLEMS AND OPPORTUNITIES FOR THE DEVELOPMENT OF SMART SPECIALIZATIONS IN LOWER SILESIA REGION <b>Andrzej RASZKOWSKI</b> .....	225
QUALITY MANAGEMENT IN THE CZECH REPUBLIC AND POLAND - COMPARATIVE ANALYSIS <b>Piotr ROGALA, Marian KACHNIARZ</b> .....	237
THE FORECAST OF ECONOMIC PROCESSES OF SELECTED AGRICULTURAL PRODUCTS IN THE DEVELOPMENT OF BIOENERGY AND AGRITOURISM ACTIVITY IN POLAND <b>Michał ROMAN, Monika ROMAN, Kamil ROMAN</b> .....	246
INFLUENCE OF MANAGERIAL COMMUNICATION TO PERFORMANCE OF SMALL AND MIDDLE-SIZED ENTERPRISES <b>Petr ŘEHOŘ, Jaroslav VRCHOTA</b> .....	258
INDUSTRIAL AGGLOMERATION AND ENERGY EFFICIENCY OF MANUFACTURING INDUSTRY <b>Bo SHI, Xiaoyan ZHANG</b> .....	268
HUMAN CAPITAL AND SMART GROWTH IN THE EU COUNTRIES IN 2010-2014 <b>Iwona SKRODZKA</b> .....	273
THE CZECH AGRARIAN FOREIGN TRADE COMPARATIVE ADVANTAGES <b>Luboš SMUTKA, Michal STEININGER</b> .....	285
DEVELOPMENT OF SATISFACTION WITH EMPLOYEE BENEFITS – A CASE STUDY ON THE CZECH REPUBLIC <b>Marcela SOKOLOVÁ, Hana MOHELSKÁ</b> .....	295

INFLUENCE OF CLIMATE CHANGES AND LOW-COST GARLIC FROM CHINA FOR TRADITIONAL PRODUCERS IN THE CZECH REPUBLIC <b>Lukáš STEHLÍK, Martina HEDVIČÁKOVÁ</b> .....	303
COMPARATIVE ADVANTAGES OF CZECH AFT IN RELATION TO VALUE AND VOLUME OF REALIZED TRADE <b>Michal STEININGER, Luboš SMUTKA, Mansoor MAITAH</b> .....	314
DIGITALIZATION OF SOCIETY AND E-GOVERNMENT <b>Eubomíra STRÁŽOVSKÁ, Marcel ĎURIŠ</b> .....	324
ANALYSIS OF THE VALUE CREATION MODEL IN SELECTED SECTORS <b>Petr SUCHÁNEK, Martin ŠTĚRBA</b> .....	333
VERIFICATION OF STRATEGIC MANAGEMENT PROCESS MODEL IN SME INTO PRACTICE <b>Veronika SVATOŠOVÁ</b> .....	346
DO PRODUCERS OF ACCOUNTING SOFTWARE USE SOCIAL MEDIA? <b>Libuše SVOBODOVÁ</b> .....	358
OUTLAYS ON FIXED ASSETS FOR ENVIRONMENTAL PROTECTION IN DOLNOŚLAŠKIE VOIVODESHIP - SELECTED PROBLEMS <b>Joanna SZYMAŃSKA, Pavel JEDLIČKA</b> .....	366
DEVELOPMENT OF MILK PRICES IN THE CZECH REPUBLIC <b>Ondřej ŠIMPACH, Marie ŠIMPACHOVÁ PECHROVÁ</b> .....	378
USING DIGITAL MEDIA IN MARKETING WHEN PRESENTING THE CZECH REPUBLIC'S NATIONAL PARKS <b>Josef ŠTEMBERK, Petra MAREŠOVÁ</b> .....	389
HUMAN RESOURCES MANAGEMENT - THE EXAMPLE OF WILDERNESS GUIDES <b>Josef ŠTEMBERK, Kamil KUČA</b> .....	396
LEADER'S INFORMATION PROCESSING PREFERENCES AND LEADERSHIP EFFECTIVENESS: THE MODERATING EFFECT OF ENVIRONMENTAL UNCERTAINTY <b>Le TAN, Po HAO, Chunqing LI</b> .....	405
REGIONALIZATION OF PRODUCTION AND FOREIGN TRADE OF VEGETABLES IN THE EUROPEAN UNION <b>Agnieszka TARNOWSKA, Ivan SOUKAL</b> .....	416
PUBLIC INVESTMENT AND EU FUNDS IN A SMALL OPEN ECONOMY INTEGRATED IN THE EURO AREA <b>Stanislav TVRZ, Martin ŽELEZNÍK</b> .....	429
DEPENDENCY OF ACCOUNTING DATA QUALITY ON SELECTED FINANCIAL INDICATORS <b>Miroslava VLČKOVÁ</b> .....	442
COMPARISON OF TELEWORK IN THE CZECH REPUBLIC AND POLAND AND SLOVAKIA WITH RESPECT TO THE GENDER <b>Jaroslav VRCHOTA, Zuzana FRANTÍKOVÁ, Miroslava VLČKOVÁ</b> .....	451

TECHNOLOGY, ORGANIZATIONAL STRUCTURE AND INNOVATION – IN ORGANIZATIONS OPERATING IN POLAND <b>Katarzyna WALECKA-JANKOWSKA, Joanna ZIMMER</b> .....	459
GDP AND DYNAMIC INTENSITY AND EXTENSITY PARAMETERS – CALCULATION FOR THE CZECH REPUBLIC AND GERMANY IN THE PERIOD 1991 - 2017 <b>Petr WAWROSZ, Jiří MIHOLA, Jana KOTĚŠOVCOVÁ</b> .....	472
THE INTERNAL STRUCTURE OF HUMAN CAPITAL OF CHINA'S ECONOMIC GROWTH <b>Zhixin XUE, Xiaojing CHAO</b> .....	485
ACADEMIC PATENTING: HOW UNIVERSITIES USE INTELLECTUAL PROPERTY TO BOOST RESEARCH AND TECHNOLOGY TRANSFER <b>Petr ZDRÁLEK, Petra MAREŠOVÁ</b> .....	497
SOCIAL SOFTWARE TO THE BENEFIT OF THE ELDERLY – PLANNING AN EXPERIMENT <b>David ZEJDA</b> .....	504
YOUTUBE IN AIRLINES MARKETING <b>Josef ZELENKA, Jan HRUŠKA</b> .....	514
HOW INDUSTRY-UNIVERSITY-RESEARCH COOPERATION INFLUENCES INNOVATION EFFICIENCY IN CHINA <b>Miao ZHANG</b> .....	527
CHALLENGING STRESS AND SCIENTIFIC RESEARCH PERFORMANCE OF FACULTIES IN CHINA <b>Yingchuan ZHAO, Zhonglin ZHOU, Xiao PEI</b> .....	538
INDUSTRY 4.0 AND LABOR MARKET IN IRAN AS A DEVELOPING COUNTRY <b>Majid ZIAEI NAFCHI, Hana MOHELSKÁ</b> .....	550
MATERIAL INVESTMENTS AS A FACTOR OF RESTRUCTURING SMALL AGRICULTURAL HOLDINGS WITH NON-AGRICULTURAL ACTIVITIES <b>Katarzyna ŹMIJA</b> .....	562
PROSPECTS FOR THE DEVELOPMENT OF SMALL FARMS IN POLAND <b>Dariusz ŹMIJA, Katarzyna ŹMIJA</b> .....	573
BE A LEARNING ORGANIZATION – THE PILOT STUDY OF ORGANIZATIONS IN THE CZECH REPUBLIC <b>Václav ZUBR</b> .....	584