

**DEPARTMENT OF ECONOMICS AND MANAGEMENT**

<http://www.elf.stuba.sk/AnnualReport/2007/kem.htm>

**Head of Department**

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**Prof. Ing. Ladislav Andrášik, DrSc. (up to April 2007)**

**I. STAFF**

Professor	Prof. Ing. Ladislav Andrášik, DrSc.
Associate Professors	Doc. Ing. Milan Horniaček, PhD., Doc. Ing. Ľubomír Jemala, PhD., Doc. Ing. Anna Maďaričová, Doc. Ing. Marián Zajko, PhD.
Visiting Associate Professor	Doc. Ing. Milan Horniaček, PhD.
Assistant Professors	Ing. Andrea Andrášiková, PhDr. Tatiana Arbe, PhDr. Marta Brinzová, Ing. Ľudmila Fabová, PhD., Ing. Ľuboš Horka, Ing. Mária Hranaiová, PhD., Ing. Edita Jančíková, PhD., Ing. Mgr. Milan Materák, Ing. Branislav Mišota, Ing. Mgr. Milan Potančok, Ing. Marián Stenclák, PhDr. Tatjana Šimanovská PhD.
Research Worker	Ing. Mgr. Milan Materák
Technical Staff	Daniela Pintérová (secretary )
PhD. Students	Ing. Ľuboš Horka, Ing. Ana Lehocki, Ing. Marián Stenclák

**II. EQUIPMENT**

**II.1 Teaching and Research Laboratories**

- Servers for Internet
- Virtual Laboratory for Strategic Experimentation

**III. TEACHING**

**III.1 Undergraduate Study (Bc.)**

Subject, semester, hours per week for lectures and for seminars or practical exercises, name of lecturer

Economics	(1st sem., 3-2h)	L. Andrášik M. Horniaček M. Hranaiová Ľ. Jemala
Management	(4th sem., 2-2h)	
Economic and Legal Principles in Telecommunications	(6th sem, 3-2h)	M. Materák
Medium and Small Business Entrepreneurship	(5th sem., 2-2h)	M. Zajko
Every student had to choose during their studies (from the 1st to the 4th semester) one subject out of the following economic and social sciences:		
Philosophy	(1-2h)	M. Brinzová

History	(1-2h)	T. Šimanovská
Politology	(1-2h)	M. Potančok
Banking and Stock Exchange	(1-2h)	Ľ. Fabová

**III.2 Graduate Study (Ing.)**

Financial Management	(2nd sem., 2-2h)	M. Zajko
Marketing	(1st sem., 3-2h)	Ľ. Jemala
Business Administration	(1st sem., 2-2h)	T. Arbe
	(2nd sem., 3-2h)	
Business Management	(1st sem., 3-2h)	Ľ. Jemala
Accounting	(2nd sem., 3-2h)	E. Jančíková
	(2nd sem., 2-2h)	
Economics of Internet	(2nd sem., 3-2h)	L. Andrášik
Simulation of Economic Systems	(2nd sem., 2-2h)	L. Andrášik
Business Informatics	(1st sem., 3-2h)	M. Zajko
Game Theory and Decision-Making	(1st sem., 2-2h)	M. Horniaček
International Business	(2nd sem., 2-2h)	T. Arbe
Simulation of Economic Systems	(2nd sem., 2-2h)	L. Andrášik
Modelling of Economic Systems	(1st sem., 2-2h)	L. Andrášik

**IV. RESEARCH PROJECTS**

- Proposal Number 513396: NoE DIME, particular number 32

**V. COOPERATION****V.1 Cooperation in Slovakia**

- Institute of Economics, Slovak Academy of Sciences, Bratislava
- University of Economics, Bratislava
- Institute of Philosophy, Slovak Academy of Sciences, Bratislava
- University of Agriculture, Nitra
- Constantine the Philosopher University, Nitra
- Centre of Pedagogical Methodology, Bratislava
- Faculty of Business Informatics, University of Economics, Bratislava

**V.2 International Cooperation**

- Faculty of Industrial Organisation and Management, Silesian Technical University, Gliwice, Poland
- University of Wisconsin - Whitewater, USA
- University of Defence, CzR
- IIASA Laxenburg, Austria
- Budapest University of Technology and Economics, Budapest, Hungary
- University of Technology, Pilsen, CzR
- Delft University of Technology, the Netherlands

- Leiden University, the Netherlands
- Brno University of Technology, CzR

## **VI. THESES**

### **VI.1 Masters Theses**

Masters theses jointly supervised at the Department of Computer Science and Engineering and the Department of Economics and Management. The names of supervisors are in brackets.

- [1] J. Hromádka: Model of electricity consumption for economic analysis of future consumption (based on neural networks and Soft Computing methods) (L. Andrášik)

### **VI.2 Bachelor Theses**

- [1] J. Tomlain: Optimization of choice of technology under duopoly (M. Horniaček)  
[2] M. Urban: Use of application software mySAP All-In-One in management of industrial enterprise (M. Zajko)

## **VII. OTHER ACTIVITIES**

- L. Andrášik: Budapest University of Technology
- L. Andrášik: Eindhoven University, the Netherlands
- L. Andrášik: Hungarian Fuzzy association
- L. Andrášik: Strasbourg University, BETA, Strasbourg, France
- M. Zajko: Delft University of Technology, the Netherlands
- M. Zajko: Leiden University, the Netherlands
- M. Zajko, L. Jemala, T. Arbe, M. Materák – Business Project of STU Faculty of Electrical Engineering and Information Technology in Bratislava, Constantine the Philosopher University in Nitra and Centre of Pedagogical Methodology in Bratislava: E-Learning Course Personal Management (for Teachers of Primary and Secondary Schools), May 2007 to June 2008
- M. Zajko, L. Andrášik, L. Jemala, L. Fabová, E. Jančíková: Programme of Concurrent Study of Economics and Management for students of FEI STU and FIIT STU (final projects of 6 students)

## **VIII. PUBLICATIONS**

### **VIII.1 Journals**

- [1] ANDRÁŠIK, L.: God is Playing and Homo is Gaming. In: EuroReport plus. - ISSN 1336-8796. - Vol. 9, No. 2, p. 54-56. (in Slovak)
- [2] ANDRÁŠIK, L.: The Economy of Knowledge-Based Society. In: Ekonomický časopis = Journal of Economics. - ISSN 0013-3035. - Vol. 55, No. 3 (2007), p. 267-286. (in Slovak)
- [3] ANDRÁŠIK, L.: Homines! ... Quo vadis?. In: EuroReport plus. - ISSN 1336-8796. - Vol. 9, No. 5 (2007), p. 62-63. (in Slovak)
- [4] ANDRÁŠIK, L.: Hyperbolies... In: EuroReport plus. - ISSN 1336-8796. - Vol. 9, No. 4 (2007), p. 66-67. (in Slovak)
- [5] ANDRÁŠIK, L.: Somebody-Sometimes (Local Hungarian Idiom Majd). In: EuroReport plus. - ISSN 1336-8796. - Vol. 9, No. 7-8 (2007), p. 66-67. (in Slovak)
- [6] ANDRÁŠIK, L.: Myopia, Indifference and Ignorance: Kin Sisters of Policy. In: EuroReport

- plus. - ISSN 1336-8796. - Vol. 9, No. 1 (2007), p. 62-63. (in Slovak)
- [7] ANDRÁŠIK, L.: Qui prodest .. In: EuroReport plus. - ISSN 1336-8796. - Vol. 9, No. 9 (2007), p. 64-65. (in Slovak)
- [8] ANDRÁŠIK, L.: Wikica (WikiCommunicationAdvantage). In: EuroReport plus. - ISSN 1336-8796. - Vol. 9, No. 11 (2007), p. 64-65. (in Slovak)
- [9] FABOVÁ, E.: Financial Sector as a Part of EU's Common Financial Market. In: Biatec. - ISSN 1335-0900. - Vol. 15, No. 3 (2007), p. 8-13. (in Slovak)
- [10] JEMALA, L.: Application of Biology and Bionics Principles into Knowledge Management at the Entrance of 21th Century. In: Parlamentný kuriér. - Vol. 15, No. 145 (2007), p. 58-60. (in Slovak)
- [11] JEMALA, L.: Further Development of the Slovak Republic is Determined by Universities, SAS and Innovative Partnership wit Practice. In: Parlamentný kuriér. - Vol. 15, No. 146 (2007), p. 62-64. (in Slovak)
- [12] JEMALA, L.: Physicist and Slovak like Turnip. In: Zrno. - Vol. 18, No. 27 (2007), p. 22-23. (in Slovak)
- [13] JEMALA, L.: Connection of Science, Faith and Culture Principles in Society Knowledge Management. In: Parlamentný kuriér. - Vol. 15, No. 143-144 (2007), p. 60-62. (in Slovak)
- [14] JEMALA, L.: Accurate Leadership and Management Style Basis of Organization's and State's Successfulness. In: Parlamentný kuriér. - Vol. 15, No. 151 (2007), p. 100-102. (in Slovak)
- [15] JEMALA, L.: Basic Styles of People Leadership - Theory Digest. In: Moderní řízení. - ISSN 0026-8720. - Vol. 42, No. 8 (2007), p. 56-57. (in Czech)
- [16] MATERÁK, M.: File System for Financing of Slovak Television and Slovak Radio. In: Hospodárske noviny. - ISSN 1335-4701. - No. 191 (2007), p. 9. (in Slovak)
- [17] MATERÁK, M.: Tool for Business Improving. In: Financie. - ISSN 1337-0146. - Vol. 2, No. 12 (2007), p. 23-25. (in Slovak)
- [18] MATERÁK, M.: Offshoring Non-Core Business Functions of Financial Institutions. In: Financie. - ISSN 1337-0146. - Vol. 2, No. 9 (2007), p. 22-25. (in Slovak)
- [19] MATERÁK, M.: External Services Save on Salaries. In: Financie. - ISSN 1337-0146. - Vol. 2, No. 7-8 (2007), p. 30-31. (in SLA)
- [20] MATERÁK, M.: Private Investment as the Part of Highway's Development. In: Financie. - ISSN 1337-0146. - Vol. 2, No. 12 (2007), p. 34-37. (in Slovak)
- [21] MATERÁK, M.: Virtual Nets from the View of Outsourcing and Offshoring. In: Manažment podnikania a vecí verejných - dialógy. - ISSN 1337-0510. - Vol. 2, No. 3 (2007), p. 25-33. (in Slovak)
- [22] ZAJKO, M.: Development of Integration within Corporate Information Systems. In: Ekonomika a informatika. - ISSN 1336-3514. - Vol. 5, No. 1 (2007), p. 231-243. (in Slovak)

## VIII.2 Conference Proceedings

- [1] ANDRÁŠIK, L.: Contribution of Cybernetics and Informatics to Understanding of Social Systems Complexity. In: Connection to Cybernetics, Informatics and Artificial Intelligence.

- Poprad, Slovak Republic, 16.-19.9.2007- Košice: Technická univerzita, 2007. - ISBN 978-80-8073-862-4. - p. 29-39. (in Slovak)
- [2] ANDRÁŠIK, L.: New Knowledge Aquisition from Artificial Economy and Digital Story-Telling. In: Knowledge Management 2007: Workshop. Bratislava, Slovak Republic, 11.-12.6.2007. - Bratislava: Vysoká škola manažmentu, 2007. - ISBN 978-80-89306-02-2. - CD-Rom. (in Slovak)
- [3] BRINZOVÁ, M.: On Sustainability and Globalization from Feminist Perspectives. In: Sustainability and Globalization: International Conference. Bratislava, Slovak Republic, 12.9.2007- Bratislava: STU, 2007. - ISBN 978-80-227-2725-9. - p. 13-18. (in English)
- [4] HRANAIOVÁ, M.: Energetic Aspect of the EU Economic Growth. In: Proceedings of Abstracts of an International Academic Conference on Increasing Competitiveness or Regional, National and International Markets Development - New Challenges. - Ostrava: VŠB - TU, 2007. - CD-Rom. (in Slovak)
- [5] HRANAIOVÁ, M.: Environmental Energy Policy for European Union. In: Sustainability and Globalization: International Conference. Bratislava, Slovak Republic, 12.9.2007 - Bratislava: STU, 2007. - ISBN 978-80-227-2725-9. - p. 59-62. (in English)
- [6] JEMALA, Ľ.: Constraint of Enterprising for Disadvantaged Development in the SR/EU. In: New Trends of Development for Perspective of Gypsy Community in Plural Society. International Conference. - České Budějovice: Jihočeská univerzita, 2007. - p. 208-216. (in Slovak)
- [7] MATERÁK, M.: Outsourcing Marketing Research. In: Modern Approaches to Corporate Management. 17th International Scientific Conference. Bratislava, Slovak Republic, 6.-7.9.2007. - Bratislava: STU, 2007. - ISBN 978-80-227-2750-1. - p. 422-426. (in English)
- [8] POTANČOK, M.: Resources and Perspectives of Human Dignity. In: Position of Social and Scientific Disciplines at The Academy of the Police Force (Contemporary Situation and Perspectives): Scientific Seminar with International Participation. Bratislava, Slovak Republic, 1.11.2007. - Bratislava: Akadémia policajného zboru, 2007. - ISBN 978-80-8054-420-1. - p. 144-148. (in Slovak)
- [9] ŠIMANOVSKÁ, T.: Problem of Education and Training of Professional Designers. In: Position of Social and Scientific Disciplines at The Academy of the Police Force (Contemporary Situation and Perspectives): Scientific Seminar with International Participation. Bratislava, Slovak Republic, 1.11.2007. - Bratislava: Akadémia policajného zboru, 2007. - ISBN 978-80-8054-420-1. - p. 166-170. (in Slovak)
- [10] ZAJKO, M., LISPET, L.C., AADRIANSE, J.: Entrepreneurship Education for Science and Engineering Students. In: G-Forum Jahreskonferenz 2007. Aachen, Germany, 8.-9.11.2007. - Bonn: FGF, 2007. - CD-Rom. (in English)
- [11] ZAJKO, M., STUHLÍKOVÁ, Ľ.: Interactive www Course "Essentials of Personnel Management". In: Virtual University VU '07: 8th International Conference. Bratislava, Slovak Republic, 13.-14.12.2007. - Bratislava: STU, 2007. - ISBN 978-80-89316-09-0. - p. 154-159. (in English)
- [12] ZÁVODNÝ, P., ZAJKO, M.: Service-Oriented Architecture - Innovation Direction in Enterprise Information Systems. In: AIESA - Building of Society Based on Knowledge: 2nd International Conference. Bratislava, Slovak Republic, 17.-18.5.2007. - Bratislava: Ekonomická univerzita, 2007. - CD-Rom. (in English)

### VIII.3 Books

- [1] ANDRÁŠIKOVÁ, A., ANDRÁŠIK, L.: Ecological Like Relations in Societal Economy. - Bratislava: STU, 2007. - 82 p. - ISBN 978-80-227-2620-7. (in Slovak)
- [2] RYBÁRIK, J., DUDA, E., KOPŠOVÁ, O., HUSZÁR, Š., BRINZOVÁ, M., ODLEROVÁ, E., PAUKOV, M., ŠPIRKO, D., TURAN, D.: Humanization and the Environment. - Bratislava: STU, 2007. - 164 p. - ISBN 978-80-227-2591-0. (in Slovak)
- [3] ZAJKO, M., ARBE, T., HORNIAČEK, M., JEMALA, E., LANČARIČ, D., MATERÁK, M., PAMULOVÁ, A., PISOŇOVÁ, M., POLÁK, J.: Fundamentals of Personnel Management. - Bratislava: STU, 2007. - 117 p. - ISBN 978-80-227-2710-5. (in Slovak)

#### **VIII.4 Part of book**

- [1] ANDRÁŠIK, L.: Artificial Economy: Learning by Evolution in the Virtual Laboratory. In: Cognition and Artificial Life VII. - Opava: Slezská univerzita. - ISBN 978-80-7248-412-6. - p. 11-21. (in Slovak)

#### **VIII.5 Textbooks**

- [1] JEMALA, E.: Basics of Holistic Marketing. - Bratislava: FEI STU, 2007. - CD-Rom. (in Slovak)
- [2] JEMALA, E.: Basics of Knowledge Management. - Bratislava: FEI STU, 2007. - CD-Rom. (in Slovak)