

INTERNATIONAL CONTEXT OF BUSINESS ENVIRONMENT

Selected Evidence from CEE and SEE Countries

edited by
Adam Marszk

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INTRODUCTION

This book is the result of the international scientific conference “International Entrepreneurship and Internationalization of Firms in Visegrad Countries V4” which was held in Kraków on April 3, 2014, and turned out to be a successful meeting of 122 participants from 15 different countries (Algeria, Austria, Croatia, Czech Republic, Denmark, France, Hungary, Latvia, Norway, Poland, Slovakia, Romania, Spain, Serbia, Ukraine). The conference was organized by five universities from Visegrad countries, namely Cracow University of Economics – Faculty of Economics and International Relations (Kraków, Poland), Gdańsk University of Technology – Faculty of Management and Economics (Gdańsk, Poland), University of Economics in Prague – Faculty of International Relations (Prague, Czech Republic), University of Miskolc – Faculty of Economics (Miskolc, Hungary) and Slovak University of Agriculture in Nitra – Faculty of Economics and Management (Nitra, Slovakia).

The chapters included in the book are based on the papers presented during the conference yet their final versions were prepared by the authors after the conference according to the reviewers comments.

The book includes 11 chapters and is divided into three thematic parts. The first five chapters (chapters 1–5) deal with the topic of economies as macro-level actors in the business environment.

In chapter 1, Use of DEA model for calculating Better Life Index and its impact on economic policy in Slovakia (Andrea Vondrová, Matej Valach), authors present the use of data envelopment analysis (DEA) for calculating Better Life Index and cross-check the results obtained by non-parametric approach.

Chapter 2, Polish case of global changes – the Walesa Method (Jan D. Antoszkiewicz), is a methodological approach to change (excluding the political and historical aspects), a case which took place in Poland at the end of the 20th century.

In chapter 3, Accrual accounting in the public sector of Adria countries: comparative study (Miloš Milosavljević, Nemanja Milanović, Nela Milošević), the authors focus on the transformation process in public sector accounting of Adria countries.

Author of chapter 4, Job creation and poverty alleviation in the V-4 countries by microcrediting (Antal Szabó), describes the problems of the European economic crises – youth unemployment and poverty, and presents microcrediting as a potential solution.

In chapter 5, Russian companies on foreign stock markets: alternative to domestic market? (Adam Marszk), author presents selected aspects of the Russian stock market and Russian companies listed on foreign markets.

The next two chapters (chapter 6 and 7) discuss different problems concerning regions and industries as meso-level actors of business environment.

In chapter 6, Impact of the European energy policy on the competitiveness of Slovak economy in post-crisis period (Peter Baláž, Lukáš Harvánek), authors focus on identifying relationships between the convergence of energy security and improving international position on the global marketplace.

In chapter 7, Potentials of the electric power industry financing in Serbia through public-private partnership (Sladjana Benković, Sladjana Barjaktarović-Rakočević, Nevenka Žarkić-Joksimović), authors depict the possibilities available to the private investors in Serbia interested in investing into strategic projects of the energy sector.

The last four chapters (8, 9, 10 and 11) end the book with microeconomic perspective – businesses as micro-level actors of business environment.

In chapter 8, Self-employment as an alternative form of employment in the period of economic slowdown in Poland (Bogusława Puzio-Waławik), author focuses on the topic of self-employment as a part of the Polish labour market policy during recent economic slowdown.

In chapter 9, Trends and tendencies in flexible benefits in five Central and Eastern European countries (József Poór, Zoltán Šeben, Agneš Slavić, Katalin Óhegyi), authors present the main trends in flexible benefits in five European countries, including the cafeteria system which is examined using the results of the Cranet survey.

In chapter 10, Improving the competitiveness of enterprises in Poland by increasing financial support for early stage of development (Honorata Howaniec), author presents a support system for entrepreneurs and would-be entrepreneurs in Poland, in the form of seed capital and start-up capital, as well as the knowledge about and the degree of utilization of these funds.

In chapter 11, The system of instruments stimulating the development strategies adopted by the Central European enterprises (Waldemar Gajda), author makes an attempt of identification and utilization of a system of instruments stimulating the development strategies for the Central European enterprises.

All eleven chapters reveal the Central European specifics and features of the business external environment and its internationalization.

Adam Marszk
(scientific editor of the book)