## **Contents**

## Discussion

Stefan MAJTAN - Dana HRUSOVSKA Analysis of the Use of Market Research in Business Conditions in the Slovak Republic	9
Cecília <i>OLEXOVÁ</i> Implementation of Personal Controlling as a Tool of Human Resource Management in Retail Outlets	22
Michal <i>STRIČÍK</i> - Zuzana <i>HAJDUOVÁ</i> Innovation Activities of SMEs	36
Alena <i>L'APINOVÁ</i> - Igor <i>PETRUŠKA</i> Discrimination Analysis of Determining Different Attitudes of the Employed and the Unemployed	50
Jozef <i>GAJDOŠ</i> Quality of Life in Towns	59
Silvia KOKOŠKOVÁ Influence of New Socio-Economic Conditions on the Development of Business Russian	66
Reviews, Information	
Vojtech FERENCZ Strategies of Businesses in Automobile Industry to Overcome the Negative Impacts of Economic Crisis	73
Martin MIZLA Innovation Process 4 I	84
Mária FARKAŠOVSKÁ - Anna KRIŠTANOVÁ Economic and Ecologic Influences of Investments into the Process of Cellulose Production in a Selected Company	97

Františe	k <i>NI</i>	EME'	ГН							
Quality	of	the	Entrepreneurial	Environment	as	a	Factor	of	Strategic	
Manage	men	t			••••	••••				111
Peter <i>MALEGA</i> - Andrea <i>PETRIKOVÁ</i> - Emília <i>SPIŠÁKOVÁ</i>										
The Impact of Financial Crisis on the Employees in Slovak Companies										127