

Contents

<i>Radoslav DELINA – Alena DELINOVÁ</i> Research Development of Smart Supply Chains Within Digital Single Market	9
<i>Jaroslav DUGAS ml. – Andrea SEŇOVÁ – Jaroslav DUGAS – Pavel BLAŠČÁK</i> Methodological Aspects of the Evaluation of Investment Projects	19
<i>Katarína TEPLICKÁ</i> View of Performance Management and Results of the Global Survey of Performance Management	31
<i>Irina RESHETNIKOVA</i> Multichannel Marketing in Building Partnerships with Bank Customers	40
<i>Michail SAHAIDAK – Nikita LAVRENEV</i> Modern Means of Steel Products' Sales Promotion Produced by Ukrainian Enterprises	51
<i>Jozef LUKÁČ – Eva MANOVÁ</i> Fraudulent Accounting – Methods of its Detection	63
<i>Anna ROZKOŠOVÁ – Silvia MEGYESIOVÁ</i> Analysis of Industrial Production and Automotive Industry in Slovakia	74
<i>Oľga KMEŤOVÁ</i> Unfair Liquidation of the Company	84
<i>Jana SIMONIDESOVÁ</i> Environmental Taxes and Fees in the SR and EU	94
<i>Adela FERANECOVÁ</i> Environmental Taxes and Competitiveness	101
<i>Jozef GAJDOŠ – Katarína PETROVČIKOVÁ</i> Luxurious Goods Market and Brands Perception	107

<i>Roman LACKO – František HURNÝ – Gabriel HERBRIK</i> Implementation of VBM as a Precondition for Increase in Business Value	115
<i>Petra SZARYSZOVÁ – Lenka ŠTOFOVÁ</i> The Balanced Scorecard Method Application for Strategic Management	123