

CONTENTS

From the Editorial Committee	5
Lucia Bednárová, Natália Jergová, Zuzana Hajduová, Andrzej Pacana: Proposal of employee competency improvement	7
Krzysztof Borowski: Analysis of monthly rates of return in january and december on the example of selected world stock exchange indexes	17
Luibov Chernova: Management principles of technoparks in transitive countries under conditions of globalization.....	39
Agnieszka Cholewa-Wójcik, Agnieszka Kawecka: The influence of effectiveness of packaging elements on the consumers' preferences with the use of marketing eye-tracking technique	49
Gérard A. Kokou Dokou: Caractéristiques entrepreneuriales et décision du dirigeant-créateur d'entreprise	63
Людмила Довгополук: Определение длины переходно-скоростной полосы на дорожных развязках в разных уровнях	89
Renata Beata Dylkiewicz, Paulina Katarzyna Dylkiewicz: Internet marketing resulting from increasing consumer e-commerce spending from the view of adoption benefits and barriers	97
Marcin Gąsior, Łukasz Skowron, Stanisław Skowron: Ukrainian labour market from the perspective of poles – stereotypes or negative experiences?	107
Agata Gemzik-Salwach, Paweł Perz: Macroeconomic consequences of new prudential regulation in the banking sector	117
Barbora Gontkovičová, Emilia Duřová Spišáková: The necessity of employee education	131
Iwona Oleniuch, Izabela Cichocka: Regional food products and region-wise consumer ethnocentrism	143
Анатолий Пальчик, Катерина Додух: Практическая пропускная способность полосы движения автомобильной дороги.....	155
Jacek Strojny, Wim Heijman, Piotr Stefanów: The competitiveness of Podkarpackie region in Poland: a comparative analysis with respect to chosen benchmarks.....	173

Maciej Urbaniak: Building relationship between OEM customers and suppliers
in product innovation development processes in B2B market 185