
CONTENTS
(DECEMBER 2018)

(pages 101-106)

MARKETING RESEARCH OF AREAS AMBIGUOUSLY DEFINED

Alena Michalíková, Václav Néték

(pages 107-110)

**THE CONCEPT OF BUILDING A SUPPLY CHAIN IN THE FAST FASHION CLOTHING
INDUSTRY**

Sławomir Jarka

(pages 111-114)

CURRENT STATE OF CRM SYSTEMS IN CONSTRUCTION INDUSTRY IN SLOVAKIA

Peter Mesároš, Tomáš Mandičák, Katarína Krajníková, Annamária Behúňová

(pages 115-119)

**DIFFERENCIES BETWEEN LOW-COST MODEL AND FULL-SERVICE MODEL IN AIR
INDUSTRY**

Matúš Bozogán, Soňa Hurná

(pages 121-128)

URBAN LOGISTICS: SPREADING OF THE CITY INCREASES FOOD

Krzysztof Lewandowski