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**ABSTRACTS**

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*doi:10.22306/al.v5i4.102**Received: 21 Sep. 2018**Accepted: 27 Sep. 2018***MARKETING RESEARCH OF AREAS AMBIGUOUSLY DEFINED**

(pages 101-106)

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vaclav.netek@vsb.cz**Keywords:** marketing research, process chart, prognosis**Abstract:** Marketing research is an integral part of every corporate strategy, or can be used for analysing and resolving of corporate issues. His creation is very important because it shows the kind of feedback possible opportunities, identifies the consumer and provides data about future motivations, requirements and market needs. The very creation of marketing research is often not so easy. Due to the complexity of products, market diversity and technological innovation, a process diagram has been created for areas ambiguously defined by the input. The diagram defines how to proceed in marketing research in these complicated and branched areas. Due to this diagram, marketing research can be more specific and closer to the desired results. The individual diagram inputs point to possible influencing factors. Marketing research of ambiguously defined areas is becoming more systematic and objective.*doi:10.22306/al.v5i4.103**Received: 21 Sep. 2018**Accepted: 28 Sep. 2018***THE CONCEPT OF BUILDING A SUPPLY CHAIN IN THE FAST FASHION CLOTHING INDUSTRY**

(pages 107-110)

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slawomir\_jarka@sggw.pl**Keywords:** supply chain, nearsourcing, fast fashion**Abstract:** Nowadays, supply chains must be adapted to constant changes taking place in the company's environment, therefore, the need to efficiently configure and reconfigure them is fundamental. The study presents the specificity of the clothing industry, which defines the role of fast fashion business strategy in building a competitive advantage. On the basis of literature studies, the directions of development of the supply chain in the analysed industry were indicated.

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## **CURRENT STATE OF CRM SYSTEMS IN CONSTRUCTION INDUSTRY IN SLOVAKIA**

(pages 111-114)

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**Keywords:** Customer Relationship Management, information systems, construction industry, Slovakia

**Abstract:** Customer relationship management systems are an important technology for resource efficiency in the management of relations with customers. The use of customer relationship management systems is essential for high level of customer retention. This paper discusses issue of usage rate of customer relationship management systems in construction industry in Slovakia. Main aim of research was to analyse current state of usage rate of customer relationship management systems between participants of construction project in Slovakia. Research sample includes developers, designers, contractors and sub-contractor from Slovakia. It was divided according to size of company and length of time on the market. Based on this, it were set assumption that company size has impact on use of CRM systems. Another assumption was that length of time on the market has impact on use of CRM systems in Slovak construction industry.

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

(pages 115-119)

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**Keywords:** air transport, model, low-cost carrier, full-service carrier, development

**Abstract:** The aim of this paper is to review current state of operational models of airline on the market, based on history and development and the reasons behind them. Article compares Low-Cost operational model with established Full-Service carrier model in form of operational and pricing differences. Historically important events which caused rapid growth of Low-Cost carrier model are mentioned and discussed. For comparison of pricing approach actual data from airline reservation system Amadeus as well as live data provided on air carriers' websites was used. The ongoing development on the air transport market as well as high competition and new customer demands clearly shows that both of the operational models are partly outdated. This resulted in step-by-step product changes in both operational models which are now approaching similar product portfolio often called as hybrid operational model. Result of the review points to possibility for further research of airline hybrid operational model.

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## URBAN LOGISTICS: SPREADING OF THE CITY INCREASES FOOD COSTS

(pages 121-128)

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**Keywords:** urban sprawl, food, price, spatial planning

**Abstract:** If you want to live in city. You want to have, a house, garden and no less than two cars. Of course, you want to life in city centre. However, if price of ground is high you has decide to buy a house outside the city centre. You are not alone, because many other people think the same. Then around Your new house are placing other new houses. This process is called an urban sprawl. That is source to increasing the price of food in the shops. New territories of houses around city has extend a way of food. That is important to show how is possible to reduce these costs.

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