
ABSTRACTS

DIGITIZATION OF BUSINESS PROCESSES AND TECNOMATIX AS A COMPREHENSIVE PACKAGE INSTRUMENT FOR THE CREATION OF THE DIGITAL FACTORY

(pages 1-4)

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Keywords: digitization, digital factory, simulation, planning, production

Abstract: Current trends in the development of a dynamic and turbulent world economy are largely digitization. Once upon the implementation and application of new production, made the setting and testing of variants directly to the production lines for their full operation. First production tested, set its standards and then began the production program. These procedures were but very costly and lengthy and on-going businesses big money and precious time. Gradual deployment of various software techniques, these processes are transferred into digital form. Technology has come to the point that all business and production processes nowadays we can make this into a digital form. In this way we manufacture everything in detail and test plan prior to the launch date line. Such technology is called Digital Factory.

TRANSPORT OF COUNTERFEIT GOODS

(pages 5-10)

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Keywords: transport, borders, intellectual property rights, counterfeiting, counterfeit goods, brand, trade mark

Abstract: The paper is focused on a current problem of transport of counterfeit goods in the European Union. Counterfeiting has a strong influence on the distribution organizations worldwide because most of counterfeit goods threaten the health and safety of consumers. Counterfeiting is a serious problem in the world economy today. The purpose of this paper is to point out the danger of counterfeiting in connection with the transport of Intellectual Property (IP) rights - infringing goods. Background of the paper's content is based on secondary data research of publicly available sources - international statistics and world reports.

SIMULATION AS A MEANS OF ACTIVITY STREAMLINING OF CONTINUOUSLY AND DISCRETE PRODUCTION IN SPECIFIC ENTERPRISE

(pages 11-16)

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Keywords: simulation, ExtendSim, model, printing, enterprise

Abstract: The advantage of simulation is that it works with a model of real system, so it do not influence the system straight. The provision of quality simulation is also quality model, which has almost the same parameters as the real system. The goal of the project is to create a model and to try its different states, real or hypothetic. A system analysis is used for analysing and to reach of modelled system specifications. The base of synthesis is to create the simulation model. Described simulation model is the result of these steps. Description consists of the functional principle, importance and item setup. The section of variation calculations consists of several measured states of the system. At the output of every calculation, there lies summary of defined differences, their influence of gravure printing process in the technological and the economic aspects.

USING OF MULTI-CRITERIAL EVALUATION METHODS TO ASSESS POSITION OF THE OBJECT IN THE MARKET

(pages 17-22)

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Keywords: financial indicators, method of simple order, weighted order sum method, standardized variable method, methods of order compliance

Abstract: The article deals with the evaluation of the firm's position. Recognition of market position among competitors but also among customers is important for the development of the company. A comparison can be made by using multi-criterial methods. The ranking of companies is based on different methods (method of simple order, weighted order sum method, point methods, standardized variable method). Compliance order will be assessed by the rank correlation coefficients. Acquired assessment of market state allows us to design a strategic.

QUALITY OF SERVICE AND CONDITIONS OF CUSTOMER SATISFACTION MEASUREMENT

(pages 23-26)

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Keywords: *quality of service, customer satisfaction*

Abstract: The starting point for the considerations made in the article is to compare such categories as product quality and service quality. An essential part of analysis is devoted to the relation of quality of service and satisfaction with the service. In the article discusses the grounds of designing and preparing customer satisfaction survey of services.
