

THE EFFECT OF TALENT MANAGEMENT ON EMPLOYEE RETENTION: EVIDENCE FROM EMZOR PHARMACEUTICAL INDUSTRY, LAGOS, NIGERIA

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Abstract

Managing talent in a global organization has become paramount for business growth and survival in the challenging competitive environment. Pharmaceutical business in the current century requires high trust and quality manpower in delivery of products to customers whose demand are always changing in accordance with the prescriptions of medical experts in the health sector. The objective of this paper is to examine the effect of talent management on employee retention in Pharmaceutical industry, Lagos, Nigeria. The study adopted a descriptive survey design. The population of study comprised of 750 EMZOR staff in Lagos while the sample size of 254 was determined through the Krejcie & Morgan formula. The study instrument is a questionnaire that consists of two constructs: learning & motivation and compensation. Ordinary Least Squares Regressions was used to analyze the formulated hypotheses. The result revealed that learning, motivation and compensation have a significant impact on employee retention at ($R=0.938$, $R^2=0.879$, $P(0.000)<0.5$) this indicates that there is 88% variation in employee retention and ($R=0.780$, $R^2=0.609$, $P(0.000)<0.5$). This implies there is 60.9% of variation in employee retention. The study concluded that learning, motivation and compensation have significant effect on employee retention in EMZOR Pharmaceutical Industry. Therefore, it is recommended that the management of Pharmaceutical industry should be adaptive and proactive with their talent hunts by ensuring that talented employees are effectively utilized, motivated, compensated and retained in the organization.

Key words: EMZOR, talent management, employee retention, learning, motivation and compensation

JEL Classification: M51, M54, L21

TOURISM-VOLUNTEERING AND SPORT - CONNECTIONS AND IMPLICATIONS FROM A RESEARCH

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Abstract

Volunteer tourism is the combination of leisure travel and voluntary work. It has a growing significance and the tourism motivation and spending of volunteers has an impact on the tourism sector. Our research aimed to examine the motivational background of volunteer work. It was our objective to find out how Hungarian and foreign students are proportionally represented in volunteer work and also, what areas they choose in sport for volunteering and out of what type of motivations. The sample of 371 young adults was analysed using SPSS software. Besides descriptive statistics Chi² values were calculated. 78,4% of respondents, have already done volunteer work. 96,2% of the latter subsample have been involved in volunteer work in a sporting event. Tourism-related motivation is dominant in the motivational makeup of volunteers. Main motivations were: having fun, love of sport, teamwork, work experience.

Keywords: volunteer tourism, volunteer work, sport volunteering, sporting event, motivation

JEL Classification:

Z220, Z290, I230

EXAMINATION OF ADVENTURE PARK CONSUMERS IN TERMS OF MOTIVATIONS AND AMOUNT OF LEISURE TIME

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Abstract

In our cell phone-ruled world characterised by sitting lifestyle, a compulsion for performance and many times the unfulfilled desire for leisure time, high quality leisure is gaining growing significance. Typical notions associated with leisure today are experience and nature. Adventure and theme parks that are able to satisfy such recreational needs of the modern customer worldwide report a growing number of tourists and turnover. In our primary research quantitative methods of using questionnaires was chosen for data collection (N=408). To the centre of our research we set the motivation of the adventure park visit and the amount of leisure and leisure time available.

Key words: recreation, adventure park, quality leisure, consumer behaviour, active tourism

JEL Classification:

Z20, Z39, Z300

TESTING THE PUBLIC SERVICE MOTIVATION AND CALLING IN HUNGARY

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Abstract

The motivation of public servants has become crucial in the shaping of ways and methods of the public sector reform. The goal of this study is to test a novel PSM (Public Service Motivation) model of the Hungarian public sector by adapting the New Public Passion research framework. The novel model tests the predictive relationship between PSM and Calling. By using an archive database of the ISSP 2015, four hypotheses were tested, and verified one of them. Results demonstrate that a PSM model could in fact be adapted to the Hungarian public sector. Comparing the public sector and private sector employees, significant difference was found between the effect of organizational commitment on work satisfaction. In the public sector employee model, Calling had direct and indirect effects on work satisfaction.

Key words:

public sector reform, work satisfaction, public service motivation, organizational commitment, perceived social impact.

JEL Classification:

J24, J28, J29

DEMAND FOR DAIRY PRODUCTS IN SLOVAK HOUSEHOLDS: A DOUBLE-HURDLE APPROACH

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Abstract

The dairy production has a longstanding tradition in Slovakia. Despite the fact that situation has changed significantly in recent years and the share of milk production in the total agriculture production tends to decline, milk and milk products still represent a significant part of the food components of Slovak households. The study presents the data on dairy sector balances, market structure and the econometric modelling techniques were used to estimate price elasticities of demand for cheese, skimmed and whole milk. Due to the nature of data obtained from the Household Budget Survey, we applied the Cragg's double hurdle model, for the time period 2006 - 2012. The findings indicated that demand for whole milk is price elastic, for skimmed milk and cheese is price inelastic. The number of household members, mainly children, teenagers and retirees affect the consumption of milk positively and consumption of cheese negatively.

Key words: price elasticity, income elasticity, dairy sector, double-hurdle model

JEL Classification: C01, E21, Q11

THE PERFORMANCE OF V4 COUNTRIES ACCORDING TO EASE OF DOING BUSINESS INDEX

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Abstract

Competitiveness of the country is very important factor. This factor enables the country to be successful in the world market. To gain the strong competitiveness, the country must have strong and attractive business environment. To measure the quality of the business environment, we used various indexes. One of them is the Ease of doing business, published by World Bank. The aim of the paper is to analyse the performance of the V4 countries in Ease of Doing Business Index. According to their performance, we identified the best business environment.

Key words:

Ease of doing business, V4 countries, Competitiveness

JEL Classification:

O40, M13, F64

EVALUATION OF MACROECONOMIC POSITION OF CHOSEN EU COUNTRIES

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Abstract

Many macroeconomic variables contribute to the economic growth of the country. Especially during economic crisis and the recovery period there is necessary to study macroeconomic variables. Presented contribution searches macroeconomic position in chosen EU countries and creates clusters of EU countries by cluster analysis through chosen macroeconomic indexes. Individual results of clusters and average values of indexes in clusters express situation in individual states, reaction to crisis and geopolitical situation in single Europe. In spite of different development some countries located during all analysed years still into the same cluster, which means they recorded very similar economic growth.

Key words:

macroeconomic indexes, economic growth, gross domestic product, unemployment, inflation.

JEL Classification:

E24, E31, F15

LEARNING AND DEVELOPMENT IN NIGERIAN HIGHER INSTITUTIONS: A STUDY OF EMPLOYEE ATTITUDE

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Abstract

The study examines manpower learning and development in University of Ilorin, Nigeria. An extant literature were reviewed for better understanding of the current development of variables. Descriptive survey was adopted and the sample size of 400 was determined using Slovin's and Bowley's proportional allocation formula to determine the number of teaching employees selected from 15 faculties. The findings show correlation coefficient (R) and R-square to be 0.570 and 0.521 respectively which explains that, L&D is highly related with employees' job satisfaction/dissatisfaction. The study concludes that utilization of manpower L&D is very important because it will last through employees' work-life, as this will assist them to adapt to new skills and knowledge required to carry out a given task. It's recommends that there is need for funds/grants/scholarship/TETFund for academic staff as self-sponsored candidates find it difficult to fund postgraduate degrees program.

Key words:

Attitude, Dissatisfaction, Manpower Utilization, Satisfaction, Learning & Development

JEL Classification:

D83, M20, O15

FINANCIAL MANAGEMENT DECISION PRACTICES FOR ENSURING BUSINESS SOLVENCY BY SMALL AND MEDIUM SCALE ENTERPRISES

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Abstract

This study centred on practices that small and medium scale enterprise financial managers/operators should adopt to ensure business solvency. Two research questions and two null hypotheses guided the study. The study used Survey research design and was carried out in Anambra and Enugu States Nigeria. The population was 373 registered SMEs financial managers/operators. Questionnaire was used for data collection. The instrument was validated by three experts. Cronbach Alpha Reliability Method was used, and a general reliability coefficient of 0.79 was obtained. Data were analyzed and hypotheses tested using mean, standard deviation and t-test statistics. Generally, the study found out that financial managers/operators of SMEs in Anambra and Enugu States, Nigeria very highly and highly required investment and financing decision practices for ensuring business solvency in their business operations.

Key words:

Small and medium scale enterprise, Finance, Financial management, Solvency

JEL Classification:

M10, M20, M19

VALUE-DRIVEN CONCEPT AND ASPECTS OF MARKETING COMMUNICATION IN PREMIUM GASTRONOMY

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Abstract

The most recent concepts are considerably changing the character of traditional marketing and communication tools. A value-driven concept has logically resulted from current social as well as market changes which are strengthening a customer position within a market chain with the emphasis on his/her own needs and values. Value-driven marketing is said to be essential for creation of consistent relations and customer loyalty enhancement. In gastronomy, the terms such as quality, originality and added value are one of the key factors of a prosperous business. Studying the current state of premium gastronomy has shown that in Slovakia the value is not perceived as a complex framework and moreover, it definitely lacks the concept of principles and value to be applied to restaurants.

Key words:

Customer value. Value for a customer. Value attributes. Gastronomy. Customer experience.

JEL Classification:

M 31, M 37, M 38

GREEN ICT: SOME CHALLENGES AND POTENTIAL SOLUTIONS

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Abstract

Interest in green information and communication technologies (ICT) is no longer new, but remains highly dynamic. Researchers and practitioners are keen to promote the benefits and minimize the negative effects of hardware and software use on the environment. Adoption of such initiatives within organizations varies depending on the field of activity, geographic area, culture and many other factors. This paper aims to analyse the main problems of green ICT adoption in companies and propounds solutions in order to encourage these initiatives. Based on green metrics and frameworks, the following challenges were identified: costs, nature of business and specific risks, evolution of customer demand and culture, standard of living and education. Each challenge is addressed in detail to provide potential solutions for reducing or eliminating it. A theoretical approach is proposed whereby the questions related to the adoption of green ICT are derived from recent research reported in the literature and international organisations' reports.

Key words:

green ICT, challenges, environment protection, energy efficiency, effectiveness

JEL Classification: O33, Q55, Q56

GHOSTWRITING AMONG BUSINESS MANAGEMENT STUDENTS

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Abstract

The purpose of the study was to identify sociodemographic and situational conditions that affect business management students in the acceptance of the ghostwriter's services. The study utilised a quantitative design. The study was conducted at a private university with a population of about 3,500 students. The data were collected using convenience sampling. There were 687 usable responses. It represents 62.45% of the sample. Results showed that 29.21% is prone to tolerate academic dishonesty in the form of using the ghostwriter's services (Agree = 16.85%, Undecided = 12.36%). Study failed to reject the hypotheses about the impact of the study load (p-value = 0.0657) and gender differences (p-value = 0.6912) on ghostwriting. On the other hand, the differences in students attitude by degree (p-value <.0001) and generation (p-value = 0.0001) were identified.

Key words:

manager dishonesty, workplace, plagiarism, ghostwriting

JEL Classification:

P36, M10, I23

NUMBER OF ADVERTISEMENTS PER DAY AND THEIR RELEVANCE TO CONSUMERS

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Abstract

The article focuses on the extent of commercially oriented communications in the media and public space. The main findings of partial empirical surveys and qualified estimates that have attempted to answer a research question over the volume of advertising messages faced by an average consumer in a single day over the last ten years are presented in the text. As the issue of daily exposure to advertising communications is not solved in the domestic environment, the article presents the conclusions of the empirical probe conducted in 2017 among the students of the University of Finance and Administration. Survey results indicate the number of advertisements per day, their number according to the media, their time interval or the subjectively perceived relevance of advertising messages to consumers. The aim of the survey is to find out what volume of advertising messages a university student faces during the day.

Keywords:

Media types, advertising message, relevance of advertising, consumer.

JEL Classification:

M30, M31, M37

IDENTIFICATION OF KEY EMPLOYEE BENEFITS RELATING TO EMPLOYEE SATISFACTION IN SELECTED HEALTH ORGANIZATIONS IN THE CZECH REPUBLIC

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Abstract

Employee satisfaction is a highly discussed topic in today's world. The goal of each employer is to have loyal and satisfied employees. The aim of the paper is to present the results of the research project, which is focused on the analysis of employee satisfaction in relation to the benefits offered by the selected healthcare organizations. Altogether, 619 questionnaires were evaluated. These questionnaires were distributed in selected medium-sized healthcare organizations in the Czech Republic. The research was implemented in the months of January to March 2018. The author has dealt with the benefits that respondents have identified as important, but they are not satisfied with their views. These benefits are holiday allowance, life insurance reimbursement and free days. Three research hypotheses were identified. They were verified using the Pearson's Chi-square test method.

Key words: benefits, Czech Republic, employee satisfaction, healthcare organizations, loyalty

JEL Classification:

I29, M10, M12

FOREIGN DIRECT INVESTMENTS AND POLAND'S ECONOMIC DEVELOPMENT – CURRENT SITUATION AND DEVELOPMENT PROSPECTS

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Abstract

A characteristic feature of the modern world economy is the dynamic development of capital flows in the form of foreign direct investments (FDI). Due to the role FDI plays in the economy, it has generated much interest among economists. However, previous research on international capital flows focuses mainly on entities from developed countries, as they are both the main supplier and recipient of this form of capital flows.

The aim of this article is to present the scale and structure of foreign direct investments in Poland. To this end, the method of descriptive statistics was used. The research relied on indicators of the dynamics and structure of FDI in Poland. The article uses secondary data, and the primary source material was obtained from the statistical data contained in the publications by the Central Statistical Office (GUS) and in periodic reports of the National Bank of Poland (NBP). The analysis covered the time period from 2000 to 2017, as it is the most current time range for which comprehensive data is available. In addition, statistical data published by international institutions.

Key words:

foreign direct investment, economic growth, development, investing attractiveness

JEL Classification:

F21, F23, F43
