

Povzetki *Abstracts*

Sestava upravnih odborov in nadzornih svetov poljskih delniških družb

Marek Pawlak

Predmet raziskave je sestava upravnih odborov in nadzornih svetov ter zakonitih zastopnikov vseh poljskih delniških družb. Podatke smo analizirali na serverju Apache s pomočjo skriptnega jezika PHP iz zbirke MySQL. Analizirane podatke smo združili v zbirko, ki bi lahko bila dostopna tudi prek interneta. Vanjo so bili preneseni podatki, ki so objavljeni v razglasih v tiskani izdaji uradnih objav. Zbirka vsebuje podatke o 6939 poljskih delniških družbah in 63.843 osebah, do zdaj zbrani podatki pa že omogočajo nekaj ugotovitev in ponujajo odgovore na nekatera vprašanja. Tako lahko, na primer, ugotovimo, kdo so člani upravnih odborov in nadzornih svetov katere koli poljske delniške družbe in kakšna je bila sestava teh organov v preteklosti. Proučiti je mogoče tudi problem navzkrižnega članstva v njih. Do zdaj še ni bilo razrešeno vprašanje o varstvu osebnih podatkov, zato – čeprav so bili ti podatki zbrani iz uradnih objav – nimamo dovoljenja, da bi javnosti omogočili dostop do zbirke prek interneta.

Ključne besede: upravni odbor, nadzorni svet, podatkovna zbirka, delniška družba

Učenje mešanih modelov računalniške klasifikacije

Chi-Ming Tsou, Chuan Chen, and Deng-Yuan Huang

V članku avtorji predlagajo uporabo tehnike klasifikacije, imenovane Energy Mixture Model (EMM). Gre za vrsto predkrmiljene nevronske mreže, ki temelji na metodi spremenljivih gruč in jo je mogoče uporabiti za določanje števila vozlišč pri gradnji skrite ravni nevronske mreže. EMM se poleg tega uporablja tudi za tvorjenje vzorca klasifikacije, ki je podlaga za razvrščanje. Ta metoda izboljšuje pojasnjevalne zmožnosti modela, hkrati pa tudi razkriva skrito raven nevronske mreže. Strokovnjaki lažje vrednotijo modele, zgrajene s spremenljivimi gručami, kot pa tiste, ki temeljijo na navronske mrežah.

Ključne besede: razvrščanje, nevronske mreže, medsebojna informacija, latentni razred

Assessing the Financial Value of a Brand Equity by Applying Behavioural Models

Danijel Bratina

Marketers are under a thorough examination of the higher management to empirically prove the benefits of various investments into marketing activities. The effects of allocating resources to increase brand

variables is commonly measured by determining the value of a brand or a brand equity. Brand equity valuation models can be divided in three groups: financial, behavioral and combined. Each group serves different purposes. Behavioral models are the most appropriate for studying customer's behavior. These models try to analyse qualitatively different determinants of the brand equity construct. Brand managers who usually prefer these type of models need an effective and fast tool that allows them to use these behavioral determinants in order to financially assess the brand's value. The main purpose of this article is to introduce a model that acts as a framework to quantify most of the behavior models. It can be applied to most available behavioral models with no original model modifications needed. Towards the end of the article future research in the field of brand evaluation is suggested.

Key words: brands, brand equity, brand value, behavioral models, financial models

The Strategy of Establishing and Managing the Manager and Enterprise Network

Vasja Roblek

We represent one of various ways of establishing a concept of the virtual organization. The Internet connect the managers and entrepreneurs and gives them adviser support. This concept is a result of the theoretical point of a new informational economy, knowledge management and qualitative research. On the basis of interviews with the managers, members of business associations, analysis and active observation of two business associations plans and goals have been set. The network objective is to enable better information flow between the (board) members and beyond. The final result is to increase the synergy of all parties involved.

Key words: virtual organization, social net, communications, information technology

The Use of a Business Plan in 500 Fastest Growing Slovenian Companies

Marjan Krajnik

This article describes the role of a business plan in daily operations of a company. Several different authors from the entrepreneurship field have already stressed the importance of a business plan as a basic tool for an entrepreneur at the beginning of a new venture. There are various definitions of a business plan contents in the entrepreneurship professional literature. However, there is no feedback from the most dynamic part of Slovenian economy on the use of business plans in day-to-day business. That is why we have decided to empirically check

some theoretical basics in the practice. We have also found out way in which fast growing Slovenian companies use business plans in new ventures planning. As it turned out we can truly determine a business plan as the basic enterprise/entrepreneur's tool.

Key words: venture, business plan, elements of a business plan, dynamic entrepreneurship

Moodle Community in Slovenia

Viktorija Sulčič

In the paper the course management system Moodle supporting a learning and collaborative work at the faculty is presented. In addition to a brief Moodle history and the Moodle application, the activity of Moodle community in Slovenia is presented. The first MoodleMoot organized in Koper in May 2007 gathered 66 fans of this Open Source online learning environment.

Key words: Moodle, MoodleMoot, e-learning