

8th International Conference on Strategic Management and its Support by Information Systems 2009

**Celadna, Czech Republic
9-11 September 2009**

Editors:

Jindřich Kaluža

Kamila Hueberová

ISBN: 978-1-62993-359-7

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2009) by VŠB - Technical University of Ostrava
All rights reserved.

Printed by Curran Associates, Inc. (2014)

For permission requests, please contact VŠB - Technical University of Ostrava
at the address below.

VŠB - Technical University of Ostrava
Sokolská třída 33, 701 21 Ostrava
Czech Republic

Phone: +420 59 732 2312
Fax: +420 59 732 2300

Konference_smsis@vsb.cz

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

| | |
|--|-----|
| Preface | 1 |
| <i>Jindrich Kaluža</i> | |
| 1. STRATEGIC MANAGEMENT ISSUES | 2 |
| 1.1 Competitive Advantage of Nations within the Dynamics of Diamond Framework..... | 3 |
| <i>Tereza Fojtíková, Eva Moravcová</i> | |
| 1.2 Project Management Processes..... | 18 |
| <i>Petr Rehácek</i> | |
| 1.3 Relationship of Risk Analysis and Risk Management | 28 |
| <i>Omar Ameir</i> | |
| 1.4 Improving Inventory Management in the Supply Chain by a Simple-to-Use DSS..... | 33 |
| <i>Anton Cizman</i> | |
| 1.5 Corporate Social Responsibility – Strategic Aspects | 42 |
| <i>Piotr Markiewicz</i> | |
| 1.6 The Managerial Tools in a Commercial and a Public Sector: An Example of Benchmarking Method..... | 53 |
| <i>Olaf Flak, Grzegorz Glód</i> | |
| 1.7 Competitive Advantage Through Cooperation in Networks on Sector Level: The Case of Steel Industry | 62 |
| <i>Włodzimierz Sroka</i> | |
| 1.8 Project Risk Management in the Polish Construction Industry – Selected Theoretical and Practical Aspects..... | 70 |
| <i>Piotr Tworek</i> | |
| 1.9 Biofuels – Present Situation and Perspectives | 82 |
| <i>Marjan Senegacnik, Drago Vuk, Damjan Maletić, Matjaž Maletić, Dušan Mežnar</i> | |
| 2. ORGANISATIONAL DEVELOPMENT | 92 |
| 2.1 Understanding the Intelligent Organisation | 93 |
| <i>Maurice Yolles</i> | |
| 2.2 The Organisational Design..... | 117 |
| <i>Anna Kržová, Blanka Bazsová</i> | |
| 2.3. Models for Assessment of Organisation Virtuality | 124 |
| <i>Peter Veber</i> | |
| 2.4 The Influence of Organisational Culture Elements on the Success of Small Family Companies in Slovenia..... | 134 |
| <i>Maja Policar, Tomaž Kern, Matjaž Roblek</i> | |
| 3. INFORMATION SYSTEMS BUILDING | 144 |
| 3.1 Current Achievements in the Information Systems Development Methodologies | 145 |
| <i>Jindrich Kaluža</i> | |
| 3.2. BPMN as a Process Analysis Methodology..... | 157 |
| <i>Pavel Vlcek</i> | |
| 3.3 Managerial Informatics Through ITIL | 162 |
| <i>Robert Rankl</i> | |
| 3.4 The Role of Business Intelligence in Strategic Management | 169 |
| <i>Eva Mencová</i> | |
| 3.5 Effects of Current Trends on the Business Intelligence | 174 |
| <i>Radek Nemec</i> | |

| | |
|---|-----|
| 3.7 The Decision-Making Process for the Selection of IT Studies at the University – A Case Study | 181 |
| <i>Jan Čapek, Stanislava Šimonová, Jana Holá</i> | |
| 3.6 Database Design Based on Oracle Object Features | 189 |
| <i>Ludmila Kalužová</i> | |
| 3.8 The Methodology Designed to be Used in Creation of Presentations by Using the Multimedia | 197 |
| <i>Jitka Banarová</i> | |
| Author Index | 209 |