



**KSI Transactions on
KNOWLEDGE SOCIETY**
A publication of the Knowledge Society Institute

Volume II

Number 3

September 2009

**II INTERNATIONAL SCIENCE CONFERENCE
“KNOWLEDGE SOCIETY”**

**III INTERNATIONAL SCIENCE CONFERENCE for
YOUNG RESEARCHERS
“TECHNICAL SCIENCE AND INDUSTRIAL
MANAGEMENT”**

**Nessebar, Bulgaria
September 2-4, 2009**

ISSN 1313-4787

II INTERNATIONAL SCIENCE CONFERENCE “KNOWLEDGE SOCIETY”

ORGANIZING COMMITTEE

Romualdas Ginevicius, Dr. Habil., Prof. - (Lithuania)
Hans-Jorg Richter, Dr. Habil., Prof. - (Germany)
Kiril Anguelov, Dr. Habil., Assoc. Prof. – (Bulgaria)
Konstantin Didenko, Dr., Prof. - (Latvia)
Nikolay Hinov, Ph.D., Assoc. Prof. – (Bulgaria)
Laura Bacali, Dr., Prof. – (Romania)
Janah Saadi, Dr., Prof. - (Morocco)
Ivan Dimitrov - , Ph.D., Assoc. Prof. – (Bulgaria)
Alexandre Tzanevski, Dr., Prof. - (Morocco)
Cv. Gavrovsky, Dr., Prof., (Macedonia)
Dimitar Arnaudov, Ph.D., Assoc. Prof. - (Bulgaria)
I. Novak- Marcincin, Dr. Habil., Prof. - (Slovakia)
Ivan Kuric, Dr. Habil., Prof. - (Slovakia)
Dzliev Soslan, Dr., Prof. - (Russian)
Loretta Paraskevova, Ph.D., Assoc. Prof. - (Bulgaria)
Vasilii Gerasimchuk, Dr. Habil., Prof. – (Ukraine)
Tatyana Polayeva, Dr. Habil., Prof. - (Estonia)
Radmil Polenakovik – Ph.D., Prof. - (Macedonia)
Goran Milovanovich, Prof. - (Serbia and Monte Negro)
Algimantas Sakalas – Dr., Prof. - (Lithuania)
Anatoly Magidenko, Dr., Prof. - (Latvia)
Svetlana Kannike, Ph.D., Assoc. Prof. - (Estonia)
Stanislaw Marciniak – Dr., Prof. - (Poland)

INTERNATIONAL SCIENTIFIC COMMITTEE

Chairmain: Kiril Anguelov, Dr. Habil., Assoc. Prof. – (Bulgaria)
Members: Němeček Petr, Dr. Habil., Prof. - (Czech Republic)
Põlajeva Tanja, Dr. Habil., Prof. - (Estonia)
Rima Tamosiuniene, Dr., Assoc. Prof. - (Lithuania)
Ivan Dimitrov, Ph.D., Assoc. Prof. – (Bulgaria)
Radmil Polenakovik – Ph.D., Prof. - (Macedonia)
I. Novak- Marcincin, Dr. Habil., Prof. - (Slovak Republic)
Nikolay Hinov, Ph.D., Assoc. Prof. – (Bulgaria)
Dimitar Arnaudov, Ph.D., Assoc. Prof. - (Bulgaria)
Baran Dušan, Dr., Prof. – (Slovak Republic)
Lāce Natalja, Dr. Habil., Prof. - (Latvia)
Loretta Paraskevova, Ph.D., Assoc. Prof. - (Bulgaria)
Ivan Kuric, Dr. Habil., Prof. - (Slovak Republic)
Matilda Aleksandrova, Ph.D., Assoc. Prof. - (Bulgaria)
Anatoliy Asenov, Ph.D., Assoc. Prof. - (Bulgaria)
Svetlana Kanike, Dr., Assoc. Prof. - (Estonia)
Laura Bacali, Dr., Prof. - (Romania)
Sergey Voytko – Ph.D., Assoc. Prof. - (Ukraine)
Lošťáková Hana, Dr., Prof. - (Slovak Republic)
Šimberova Iveta, Dr., Assoc. Prof. - (Czech Republic)



KSI Transactions on KNOWLEDGE SOCIETY

A publication of the Knowledge Society Institute

ISSN 1313-4787

Volume II

Number 3

September

Editorial Board

Editor-in-Chief

Kiril Anguelov, Dr. Habil., Assoc. Prof.

Editors:

Romualdas Ginevicius, Dr. Habil., Prof.

Hans-Jorg Richter, Dr. Habil., Prof.

Konstantin Didenko, Dr., Prof.

Nikolay Hinov, Ph.D., Assoc. Prof.

Laura Bacali, Dr., Prof.

Janah Saadi, Dr., Prof.

Alexandre Tzanevski, Dr., Prof.

I. Novak- Marcincin, Dr. Habil., Prof.

Ivan Kuric, Dr. Habil., Prof.

Loretta Paraskevova, Ph.D., Assoc. Prof.

Rima Tamosiuniene, Ph.D., Assoc. Prof.

Lāce Natalja, Dr. Habil., Prof.

Cv. Gavrovsky, Dr., Prof.

Dimitar Arnaudov, Ph.D., Assoc. Prof.

Address:

Knowledge Society Institute

KSI Transactions on Knowledge Society

Bulgaria, Sofia 1326

P.Box. 18

EDITOR'S NOTE

From 2nd to 4th September 2009 two scientific conferences took place in Nessebar, Bulgaria - II International Science Conference Knowledge Society and III International Science Conference for Young Researchers "Technical Science and Industrial Management".

The indicative working programme, created on the base of the reviewed scientific papers, was published in the second issue of the magazine, printed in June 2009. According to the programme more than 80 scientific papers were presented at the conference from scientists from Bulgaria, Romania, Poland, Hungary, Ukraine, Lithuania, Latvia, Austria, Morocco, Macedonia, Czech Republic, Slovakia, representing more than 20 universities and Research and Development Centers.

Scientific conferences were held in accordance with the indicative programme, with numerous participants and thorough discussions. It is necessary to note the great number of scientific materials, created and provoked useful and interesting debates. The research papers of young scientists were another special feature of these two conferences.

As a result of high scientific level of the papers, presented in the conference and the scientific interests, The Editorial Board took decision to publish the best from the papers in the present and the following issues of the magazine. All scientific papers were put under independent review from two persons with academic rank. They selected most valued scientific papers.

In this issue of the KSI Transactions on Knowledge Society are published 30 scientific papers from scientific section Knowledge Management. In the next issue will be published scientific papers, connected to the actual questions posed from the Knowledge Economy.

Editorial Board express gratitude to the reviewers for their qualitative and thorough work.

Editorial Board

CONTENTS

EDITOR'S NOTE	3
Petr Němeček, Alena Kocmanová, Iveta Šimberová, Natalja Lace, Knowledge Management as basis of the Knowledge Society	5
Rima Tamosiuniene, Giedre Staskeviciute, Knowledge as a main factor influencing National Competitiveness	10
Iurii Bazhal, Technological Determinism of the Knowledge Economy Building in Transitive Countries	13
Dana Kiseláková, Importance of Knowledge Management in Modern Company Management	17
Karl Ledermueller, Explicitly demanded skills – investigating job ads	21
Vladimíra Vlčková, The Role of Demand Forecasting in Knowledge Society	25
Ireneusz Gorowski, Wojciech Koziol, Accounting as a Pillar of the Knowledge Society	29
Elina Gaile-Sarkane, Inga Lapina, Knowledge Society: Challenges for Higher Education in the Baltic States	31
Jaroslava Dědková, The meaning of cover in the Knowledge Society	35
Petra Kressová, Some Problems in Managerial Knowledge Sharing	39
Jan Vavra, Improvement of Modern Costing Methods by Knowledge Management Processes	43
Vaska A. Dimitrova, Building balanced scorecard model with AHP analysis	47
Dana Kiseláková, Alexander Kiselák, Possibilities of Implementation of Knowledge Management in Practice of Companies in Slovakia	51
Iveta Šimberová, Petr Němeček, Alena Kocmanová, Natalja Lace, Creative Society- Space for Development of Company Innovative Potential	55
Dušan Baran, Daniela Baranová, Media Strategy in selected organization	60
Zuzana Pecinová, Lenka Branská, Value-creating Process Management in Knowledge-based Enterprise	68
Daniela Maria Muntean, Laura Bacali, Research regarding the role of the ITC as a mean for Sustainable Development in Romanian organizations from "Top 100 Companies that work for" 2008	72
Daniela Maria, Muntean, Laura Bacali, Research regarding the role of the ITC is playing in the Organizational Performance Management in companies from Cluj-Napoca City, Romania	75
Jana Matošková, A Connection between Knowledge Management and Human Resource Management	78
Kiril Anguelov, Ivaylo Stoyanov, Ana-Andreea Mihartescu, Identification and Management Needs of Customers Interested Parties in Business Process Reengineering through QFD	82
Sergii Garbar, Serhii Voitko, Transformation of the model of business competitiveness	86
Rodica Maria Bogza, Zaharie Dorin, Laura Bacali, Risk Intelligence through DWH and Business Intelligence	89
Rodica Maria Bogza, Strategic Intelligence with BI Competency Center	94
Василий И. Герасимчук, Светлана В. Андрос, Кластеры в инновационном развитии национальной экономики	100
Loretta Parashkevova, Economic cycles and crises in the civilization dynamics	104
Георги Найденов, Калоян Харалампиев, Дългите вълни на Кондратиев в добива на въглища и производството на чугун и стомана в Русия в края на XIX и през XX век	111
Анатолий Асенов, Трансферът на знания – предпоставка за запазване на устойчивото развитие в условията на Световна криза	115
Венцислав Иванов, Процесно ориентираната организация – фактор за успеха на фирмата в Новата икономика	118
Aleksandra Parashkevova, Assessment approaches of the organization's transition to outsourcing	121
Станимир Славов, Управление на човешкия фактор при съпротива към промяна	126