

COMMUNICATION ASPECTS IN THE FRAMEWORK OF SMALL AND MEDIUM-SIZED ENTERPRISES AND PUBLIC ADMINISTRATION BODIES IN THE REGION

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Abstract: Small and medium-sized enterprises can be considered carriers of innovation, employment, and social and regional integration. They guarantee higher efficiency and sustainable growth of the country's economy. Small and medium-sized enterprises are the most sensitive to changes in the business environment. In this paper, we focus on communication between small and medium-sized enterprises and public authorities in the selected Slovak town of Trnava. Based on the implementation of longer-term marketing research, several scientific methods and analyses were used, which took place in stages and individually followed each other; we tried to find relevant information about the issue. Our findings result from the implementation of correlation and regression analysis, determination of assumptions before the longer-term marketing research and questionnaire survey. Based on the findings, we present recommendations for improving the current state of communication between SMEs and public administration bodies and determining further possible scientific research on the issue.

Keywords: Communication, Public administration, Region, Small and medium-sized enterprises

1 Introduction

An essential aspect for achieving the long-term and stable progress of the regions is a positive business environment and the provision of appropriate support forms for the creation and development of small and medium-sized enterprises (SMEs), representing a unique source of new ideas, entrepreneurial ideas, economic growth and critical providers of jobs as stated by several authors (Agu, M., Isichei, E.E. and Olabosinde, T.M., 2018, Gunawan, T., Jacob, J. and Duysters, G., 2016, Bednárik, J. and Gubrická, I., 2013). Therefore, SMEs become a supporting pillar of the economy and a basis for the country's competitiveness. In Slovakia, SMEs' concentration is currently higher than in the rest of Europe (OECD, 2020). In Slovakia, SMEs represent 99.9% of the total business entities, provide employment opportunities in the corporate economy for almost ¾ (74%) of the active workforce and contribute more than half (55%) to value added. 97% of SMEs are micro-enterprises employing less than 10 employees. More than ¾ SMEs are active in business services, trade, construction, and industry (Ministry of Economic of the SR, 2019). SMEs recorded a positive development in 2019, but their results have already been affected by the slowdown in the Slovak economy's growth rate, reaching the lowest growth in the last three years. The year 2019 was also the last year of a successful decade for SMEs, which was characterized by increasing the SME sector's performance.

According to various authors (Al Sardia, SJ, & Ahmad, H., 2014, Cruz, C. and Nordqvist, M., 2012, Kallmuenzer, A. and Peters, M., 2018), SMEs are part of an open system that simultaneously establish various relationships with the economic, social and natural environment. Doem argues that the development of the company and subsequently the region itself is significantly influenced by the strengthening of innovation capacity and the transfer of scientific and technological knowledge from commercially successful products and services (Doem, R., 2009). The innovation process is a crucial element of any growth. The contribution of technological progress to economic growth in Western countries is estimated at 30-90%. The OECD lists 4 critical factors with a positive impact on regional economies (OECD, 2020). These are:

- growth of employment and income - investments in the establishment of new SMEs create jobs that have a multiplier effect on the entire community of the region,
- growth of tax revenues - tax revenues can flow into budgets at the central, regional or local level based on growth in the tax base from the growth of personal income, SME profits, consumption taxes, fees, etc.
- improving services and maintaining local revenues - the establishment of new SMEs can have a positive impact on local services and retail, which in turn helps to maintain revenues in the region and increase the attractiveness of the site,
- demonstration and motivational effect - the establishment of new SMEs in the region can, through model behavior, affect the population's motivation to establish their own SMEs.

According to the authors Gunawan and Celec, we can also define SMEs based on their interactions with their surroundings and the realization of relationships with other economic entities (Gunawan, T., Jacob, J. and Duysters, G., 2016, Celec, R., Globocnik, D and Kruse, P., 2014). Among the important ones are the links to the supply and sales market of SMEs. Thus, we cannot perceive SMEs only as unique isolated entities - they affect their regional environment and, vice versa, SMEs influence the development and level of regions.

A fundamental prerequisite for the prosperity of the sector of enterprises belonging to SMEs according to size categorization is access to financial resources and communication of financial support opportunities for SMEs from the status of public administration and related bodies (Baños-Caballero, S., García-Teruel, P. J., & Martínez-Solano, P., 2016). Based on their characteristics, SMEs have characteristic requirements and needs in the financial field. SMEs are not sufficiently informed about funding alternatives for carrying out their business activities (Eniola, A.A. and Entebang, H., 2015). Based on this finding, there should be a consensus between the public administration and the SME in providing all the information relevant and necessary for entrepreneurs' proper and favorable functioning.

2 Literature review

Public administration is a mechanism with many interrelationships in which a political, organizational, legal and other nature takes place. Public administration summarizes such activities through which the competent authorities, according to their legal competencies, put and apply state laws into natural and legal persons (Kakouris, A., and P. Ketikidis., 2012). The public administration reflects the governance of the state from an institutional point of view. In addition to the wide range of bodies and institutions, citizens may also participate in public affairs administration, thus confirming the sovereignty of the citizen in the state. Agwu includes the following situation in his findings when the management of public affairs is directly and indirectly involved by the entrepreneurs themselves in the territory (Agwu, M. O., & Emeti, C. I., 2014).

Since the beginning of November 2016, all public authorities, including local government entities, have been obliged to exercise public power electronically in Slovakia (eGovernment., 2017). Entrepreneurs in Slovakia are entitled to provide public administration services electronically, without the need for personal visits to offices and loss of time or other related costs. In 2019, an inspection was carried out by the National Audit Office, focused on using the eGov system, i.e., electronic provision of public administration services to customers in municipalities and cities in Slovakia. The audit found that SMEs prefer personal communication with public authorities. Also, the inspection found that 47% of municipalities compared the level of 2017 and 2018 consider the level of eGov system to be improved, 45% as unchanged and 4% of municipalities consider

the system to be improved while welcoming further innovations of electronic services in the system (eGovernment), 2017).

In general, effective communication leads to creating and maintaining fair and mutually beneficial relationships, all the more so if it is a town or village (Albert, M. N., & Couture, M. M., 2013). In the age of information technology, the municipality can not avoid the focused development of communication towards its customers. For entrepreneurs, communication with the municipality represents an increasingly current need, a prerequisite and a starting point for cooperation (Kocak, A., Carsrud, A. and Oflazoglu, S., 2017). The marketing process is based on communication, especially on communication with the customer - from identifying needs and desires in marketing research to the product sales phase and communication made after the purchase. It should not be different in the municipality's marketing (Gupta, VK and Batra, S., 2016). The municipal authority is responsible for the development of the managed area and, therefore, should communicate with entrepreneurs on and outside its territory to ensure the municipality's prosperity (Nielsen, S.B. and Momeni, M., 2016).

The partnership between SMEs and the municipality is at the same time an instrument of economic and social policy and an understanding of the need to connect people, organizations to meet goals of interest to entrepreneurs, the municipality but also the general public (Monteiro, AP, Soares, AM and Rua, OL, 2019, Celec, R., Globocnik, D. and Kruse, P., 2014).

Eniola presents the positive effects of cooperation between the municipality and entrepreneurs (Eniola, A.A. and Entebang, H., 2015) and divides them as follows:

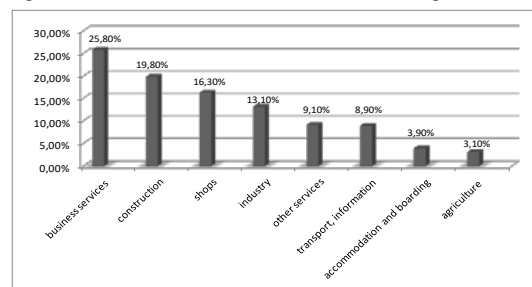
- involvement of several partners in the development of municipalities and regions and reaching consensus and support for development programs,
- more comprehensive use of professional capacities in the territory in the creation and implementation of program documents,
- identification of real development resources (financial, material, personnel) for the implementation and management of projects,
- a higher degree of legitimacy and transparency in the decision-making of public administration bodies,
- the possibility of strengthening innovation processes and acquiring skills outside the organizational framework of individual institutions,
- more significant opportunities to obtain external and internal financial resources for development projects

A good example from practice, reflecting the effective communication between the municipality and the SME, is, for example, the year-round Fair under the town hall in Levoča Jarmok pod radnicou) (Dnes24., 2019). It is a project connecting local producers from Slovakia in order to present their handmade products. The year-round fair brings creativity, initiative, culture and sustainability to the village. Such a project ultimately supports local and regional economic and social development and improves the SME image and the town itself.

3 Material and research methods

At the end of 2019, 58,500 business entities belonging to the size category of small and medium-sized enterprises (MofE of SR, 2019) were registered in the Trnava self-governing region territory. Approximately 1 in 10 active small and medium-sized enterprises in Slovakia (9.8%) had their registered office in the Trnava self-governing region in 2019. Considering the long-term aspect, the number of active SMEs in the Trnava region is increasing. Over the last 15 years, the number of SMEs in the Trnava Region has increased by 28.9%.

Figure 1 Sectoral structure of SMEs in Trnava Region in 2019



Source: own processing based on data of MofE SR, 2019.

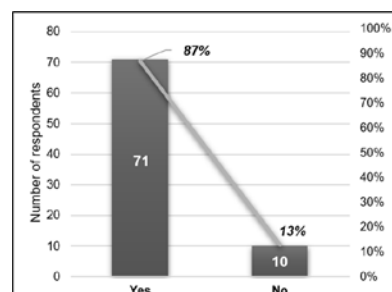
In the sectoral structure of SMEs in the Trnava self-governing region, the services sector is the most represented with a share of 47.7%. A more detailed sectoral breakdown shows that a quarter of 25.8% of SMEs performed their main activity in the business services sector. Another fifth (19.8%) of SMEs operate in the construction sector. Among SMEs in the Trnava region are the least represented sectors agriculture, accommodation and food industry. In the long-term perspective, the share of SMEs performing their primary business activity in trade is declining and, on the contrary, the importance of services, especially business services, is growing (MofE SR, 2019).

In 2019, we carried out long-term marketing research focused on issues within SMEs' operations in Trnava. One of the researched areas of the issue was communication between SMEs and public administration. This part contained 6 questions answered by 81 SME respondents from the field of trade. Long-term marketing research consisted of several stages, individually mutually linked using several scientific methods and research analyzes. Before the actual implementation of marketing research, we set the assumptions. The assumptions were determined based on a pilot survey and hard data available from the Statistical Office of the Slovak Republic. In the empirical part of this paper, we present and analyze the questionnaire survey findings, verify the assumptions and perform regression and correlation analysis between the researched variables. Based on the findings of long-term marketing research, we present recommendations that could be used by public authorities to improve communication with SMEs.

4 Results

In the following part of the paper, we present graphically illustrated answers to selected questions to present the researched issues. The practical part also contains surveys focused on small/medium-sized enterprises and verification of established assumptions.

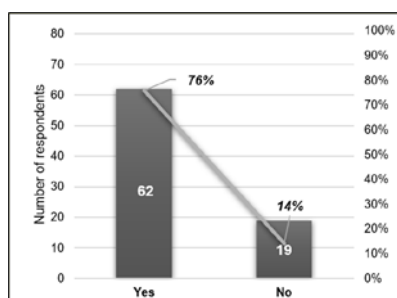
Graph 1 Did you find out from the relevant public authorities in your workplace all the necessary information regarding possible financial support for self-employed persons?



Source: Own processing

Of the 81 respondents asked, up to 87% stated that they got the required information due to inquiries from the competent authorities. The remaining 10 respondents, representing 13%, stated that they did not get the necessary information.

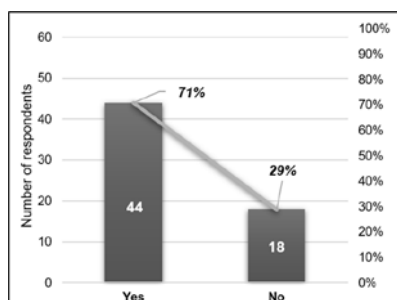
Graph 2 Did you look for information on the self-employed person on the town/region's available website?



Source: Own processing

On the graph, we can see the respondents' answers to the question of whether entrepreneurs were looking for information on financial support for self-employed persons. Respondents who answered yes represented the highest percentage (62%), 19 respondents chose the negative option, representing 14%.

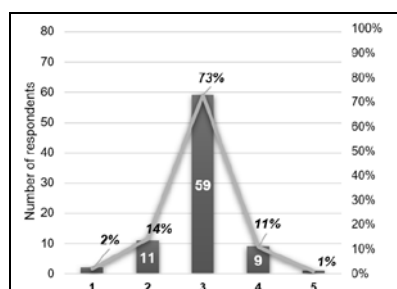
Graph 3 Did you find the available website of the town/ region all the necessary information and documents to provide financial support for self-employed persons?



Source: Own processing

The previous question had a sub-question of whether those respondents who searched for the required information on the competent authority's available website also found this information. The majority of respondents answered yes; in particular, 44 (71%), 18 respondents indicated option No.

Graph 4 On a scale from 1 to X, evaluate the satisfaction with the communication with the body/authorities.



Source: Own source

The respondents' question on a scale of 1-5 satisfaction with communication with authorities operating in the same territory achieved the largest representation number of 3, up to 73%. Entrepreneurs, therefore, evaluate communication as average.

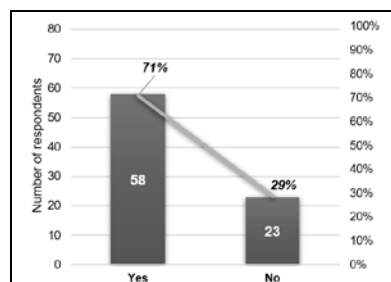
Question 5- Is there anything you would advise the relevant authorities to improve communication with entrepreneurs?

Within the results of the fourth question, we present the 3 most common areas of answers:

- publish current information on the website and relevant portals without any delay;
- be available in case of personal or telephone contact;

- simplification of bureaucratic tasks and clearly defined instructions for the necessary documentation.

Graph 5 Do you see any improvement in communication, providing information at the level of offices-entrepreneurs?



Source: Own processing

We perceive positively the answer to whether entrepreneurs perceive an improvement in communication and information provision. 58 respondents indicated Yes and the remaining 23 respondents indicated No.

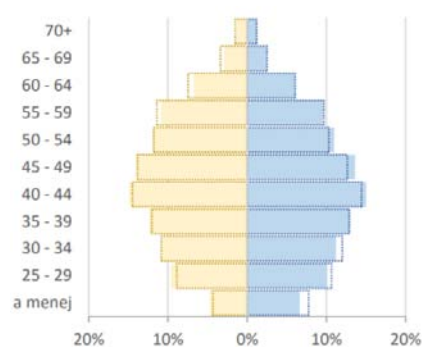
Assumption verification

As part of our survey, we set the following assumptions, the results of the survey results helped us verify or reject the assumptions.

P1 - We assume that our survey's largest age share will be respondents aged 40 - 49 years.

The assumption is set up based on data from the Statistical Office of the Slovak Republic for 2019. Natural persons - entrepreneurs in the Trnava self-governing region had the largest representation from 40 to 49 years during the research period; the results are shown in the graph:

Graph 6 Age distribution of SME entrepreneurs in the TT region in 2019



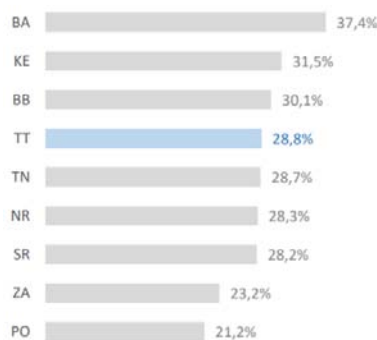
Source: SBA AGENCY (2019). Small Medium Business. [online]. [cit. 2021-02-10]. Available at: <http://www.sba.agency.sk/sites/default/files/msp-2019-trnavsky-samospravny-kraj.pdf>

The assumption was verified; the age group of 40-49 years had the largest age share among our respondents, 56%, which represents 45 respondents.

P2 - We assume that more than 25% of our respondents are women.

The assumption is based on data from the Statistical Office of the Slovak Republic for 2019. Within the Trnava Region, women entrepreneurs accounted for almost 30% - 28.8%. The results are shown in the graph:

Graph 7 Percentage of women in SME in 2019 in the Trnava region



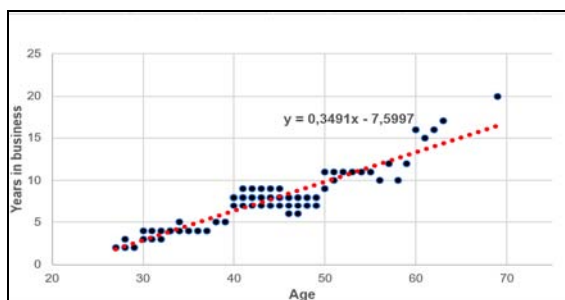
Source: SBA AGENCY (2019). Small Medium Business. [online]. [cit. 2021-02-10]. Available at: <http://www.sbagenc y.sk/sites/default/files/msp-2019-trnavsky-samospravny-kraj.pdf>

The assumption was not verified; within our sample, women were 19%, i.e., 16 respondents.

P3 - We assume that the higher the respondent's age, the longer he has been in business. There is a relationship between the respondent's age and the number of years spent/working in the business sphere.

As part of the verification of the set assumption, we performed a correlation, resulting in the following graph:

Graph 8 The relationship between the age of the entrepreneur and the years in business



Source: Own processing

Based on the formula, we can determine the values of a, b. The value of a = 0.3491 and the value of b = 7.5997. If, for example, an entrepreneur in Trnava is 51 years old, the expected number of years in the business sphere/in business is on average 10 years ($y = 0.3491 \times 51 - 7.5997$).

The relationship between the variables - age and number of years of business, we found using a correlation. The correlation coefficient turned out to be positive 0.91788 (the closer the result is to +1, the closer the relationship between the 2 variables is). The result reflects the relatively close relationship between the entrepreneur's age and the years spent in the business sphere, which supports the assumption - the higher the age of the entrepreneur, the more years spent in the business environment.

Table 1 Correlation relationship between the researched variables

	Age	Years in business
Age	1	
Years in business	0,917881928	1

Source: Own processing

The results were subsequently verified in a regression analysis, confirmed the accuracy of the data.

Table 2 Regression of researched variables

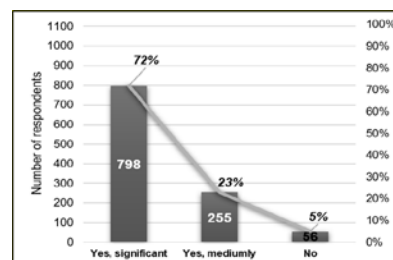
Regression Statistics	
Multiple R	0,917881928
R Square	0,842507233
Adjusted R Square	0,840513654
Standard Error	1,340972987
Observations	81
ANOVA	
	<i>df</i>
Regression	1
Residual	79
Total	80
Coefficients	
Intercept	-7,599651554
X Variable 1	0,349095229

Source: Own processing

Complementary survey results for the complex needs of the researched issues in the paper

As part of the analytical part, we also present the results of selected questions from a survey conducted by the Slovak Business Agency; our goal is to approach the impact of the pandemic situation on small and medium-sized enterprises' functioning. The survey was carried out by the Slovak Business Agency, the Association of Slovak Entrepreneurs and the Slovak Trade Association. The survey aimed to find out the opinions of sole proprietors, small and medium-sized enterprises in selected sectors (accommodation services, catering services, arts, entertainment, recreation, sports, education, retail) on current measures in connection with the second wave of the corona crisis and to obtain information on preferred support measures. Data was collected between October 13-20, 2020.

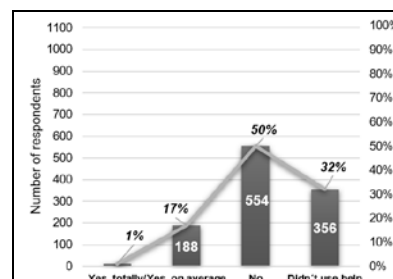
Graph 9 Will the current anti-pandemic measures (as of 15 October 2020) harm your business?



Source: Own processing based on ZPS (2020). Survey results: Entrepreneurs' views on the effects of the second wave of the corona crisis. [online]. [cit. 2021-02-10]. Available at: <https://www.zps.sk/novinky/2020/vysledky-prieskumu-nazory-podnikatelov-druha-vlna>

72% of respondents expect a significant negative impact on business and a slightly negative another 23% of the asked entrepreneurs. This resulted from a survey on the impact of measures on the most affected sectors, attended by 1 109 respondents from the environment of small and medium-sized enterprises and sole proprietors.

Graph 10 Has the current state aid been able to compensate you for the loss of sales since the beginning of the pandemic?



Source: Own processing based on ZPS (2020). Survey results: Entrepreneurs' views on the effects of the second wave of the corona crisis. [online]. [cit. 2021-02-10]. Available at: <https://www.zps.sk/novinky/2020/vysledky-prieskumu-nazory-podnikatelov-druha-vlna>

The decline in sales was significantly higher than the state's aid for almost half of the companies contacted (49%). The worst situation is among entrepreneurs in the gastronomy sector, where more than half (65%) of entrepreneurs recorded a significantly higher decline in sales than state aid. The aid to date has been able to entirely or at least partially compensate for the loss of revenue caused by the outbreak of a pandemic in one-fifth of entrepreneurs (19%). For various reasons, almost a third (32%) of the addressed companies have not yet used state aid.

In response to the second wave of the pandemic, most entrepreneurs in their companies are forced to implement a wide range of measures to reduce losses. Addressed entrepreneurs are beginning to adapt the provision of services to new market needs or invest their own reserves from the past to keep the company running (almost 42%). Almost a quarter (23%) of the addressed entrepreneurs responded to the pandemic's second wave by reducing the number of jobs for their employees or planning to do so soon. A more radical measure such as redundancies is being prepared by a similar group of entrepreneurs (23%), most often in the field of gastronomy (44%).

5 Summary and conclusion

Surveys and research focused on efficiency and communication at the local government level are a very current topic, primarily in communication between the business sector operating in the territory and the authorities administering the region. The success of implementing marketing communication to the town management determines whether the town will be successful in attracting and keeping any entrepreneurs in its territory.

With its decisions, activities and competencies, the local government significantly influences the business environment's quality in a particular region. As the vast majority of small and medium-sized enterprises are currently closed due to a pandemic situation or are suspended or operating under other conditions set by regulations, it is more than appropriate for the municipality, being currently the closest to them, to know and be aware of the issues of entrepreneurs operating in their territory, and try to create conditions for sharing optimal and regular information with entrepreneurs as much as possible. This activity includes finding ways of communication that suit both sides of the communication channel, both the sender and the recipient of the message/announcement. Of course, considering the current pandemic situation, finding compromises but not reducing the quality and timeliness of information is more than crucial.

At the end of the paper, we also present a survey carried out by the Association of Towns and Municipalities of Slovakia, which found out which municipal authorities preferred communication with citizens during the emergency. During the emergency, 77.9% of local governments did not prefer the personal way of communication between citizens and employees of municipal and municipal authorities. As many as 98.3% preferred communication via e-mail and 97.7% would prefer telephone over personal and e-mail communication. The answer options also included communication via teleconferencing tools such as Skype, MS Teams and others. 8.9% of respondents preferred this method of communication at the time. Respondents were able to choose several alternative options when answering concerning which method of communication with the government they preferred in the given period.

Further attention to this topic has great potential in the possibilities of research. We perceive the comparison of individual towns within the Trnava region as very interesting for the processing. A comparison of this type could reveal how big the difference is between the use of marketing communication tools at the local government level and how it affects small and

medium-sized enterprises in a given area. With the help of such analyses, it would be possible to find out to what extent these lacks are related to the place's size, the number of inhabitants or its location.

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Primary Paper Section: A

Secondary Paper Section: AO