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Loreta BUKŠNYTĖ, Aldona CIŪNYTĖ, Kristina KOVALČIKIENĖ
EMPLOYEES’ PSYCHOLOGOCAL ADJUSTMENT TO CHANGES IN THE ORGANIZATION: THE IMPORTANCE OF PERSONALITY TRAITS

The article analyses the relationships between employees’ personality traits and psychological adjustment to economic crisis caused organizational changes. The article presents the personality traits which have a predictive value for better psychological adjustment to the economic crisis caused changes in the organization. There are presented the results of research and conclusions.

**Keywords:** psychological adjustment, personality traits, changes in organization, economic crisis.

Jekaterina KARTAŠOVA, Kristina LEVIŠAUSKAITĖ
INFLUENCE OF INVESTMENT EXPERIENCE TO BEHAVIOR OF INDIVIDUAL INVESTORS AND THEIR DECISIONS MADE IN FINANCIAL MARKET

The paper analyses what could be the influence of the investors’ experience to their investment decision making. Authors conducted the research of the individual investors in Lithuania pursuing to discover the similarities and differences in behavior of various investment experience having investors and to identify the relationship between their investment experience and rationality of their decisions made.

**Key words:** behavioral finance, irrational behavior, individual investors, decision-making, investment experience

Žaneta KAVALIAUSKIENĖ
AN EMPLOYEE’S AFFECTIVE COMMITMENT TO AN ORGANIZATION: THE ANTECEDENTS AND LINKS

The article provides with the affective commitment concept in the management science; outlines the conceptual antecedents conditioning the expression of such commitment; examines the results of the factor analysis; analyses the influence of socio-demigraphic, job-related and organizational variables over affective commitment to organization; presents the verified and expanded classifier reflecting the links among the antecedents of affective commitment.

**Key words:** organizational commitment, affective commitment, human resource management.

Renata LEGENZOVA
TYPES OF EMPLOYEE BENEFITS IN LITHUANIA –INFORMATION DISCLOSED IN COMPANIES’ FINANCIAL STATEMENTS

The paper analyses employee benefits, identifies their major types from accounting perspective, and outlines their fundamental accounting requirements. It also presents
findings of the research about the types of employee benefits disclosed in the financial statements of Lithuanian corporations.

**Keywords:** disclosure, employee benefits, employee compensation, corporate transparency.

Aušra LESKAUSKAITĖ, Saulius PIVORAS
APPLICATION OF TQM MODELS IMPROVING LITHUANIAN HIGHER EDUCATION INSTITUTIONS’ PERFORMANCE QUALITY

Applicability of Total Quality Management (TQM) models (ISO 9000 standards, CAF, EFQM Excellence Model) at higher education institutions is controversially evaluated. The article’s authors were therefore prompted to go deep into research of the peculiarities of application of TQM models in Lithuanian higher education institutions.

**Key words:** TQM, ISO 9000 standards, CAF, EFQM Excellence Model.

Aida MAČERINSKIENĖ, Laura ŽIOGELYTĖ
EXPERIENCE AND PROBLEMS OF REMUNERATION FOR OVERTIME WORK IN LITHUANIA

A clear and well thought-through standpoint of an undertaking concerning assignment of and payment for overtime work taking into consideration the factors of fitness of employees, productivity of work, balancing of personal life of employees with working time and not contravening the legislation currently in force creates conditions for the employees of the undertaking to earn higher wages for additional tasks.

**Keywords:** overtime work, wages, remuneration for work, working time, Lithuanian labor market.

Lina PILELIENĖ, Audrius ŠIMKUS
TOUR OPERATOR’S SERVICE QUALITY EVALUATION MODEL

The peculiarities of services quality, its conception in tourism market, different theoretical models of service quality evaluation are being analyzed in the article. Service quality maximization, its constant improvement, and timely renewal of the tourism of service offering strategy become vitally important in contemporary competitive market. The problem solved in this article was how to measure and evaluate tourism service quality? As the result, the authors of the article on the basis of other theoretical models of service quality elaborate the tour operator’s service quality evaluation model.

**Keywords:** service quality, service quality evaluation, tour operator.

Miglė ŠONTAITĖ
PRACTICAL ASPECTS OF CORPORATE REPUTATION MEASUREMENT: THE CASE OF LITHUANIAN BUSINESS ORGANIZATION
This article analyzes practical aspects of corporate reputation measurement. After conceptualization of theoretical aspects of corporate reputation measurement and critical evaluation of corporate reputation measurement methods, research results of Lithuanian business organization’ reputation measurement are presented.

**Keywords:** corporate reputation, corporate reputation measurement, corporate reputation measurement methods.

Jolita VVEINHARDT

**MOBBING INTERVENTION ON THE LEVELS OF INDIVIDUAL, ORGANIZATION AND SOCIUM: COMPLEX MODEL STRUCTURE**

Intervention is perceived as a preconception that allows solving critical situations induced by mobbing. In the article there are intervention ways of mobbing as discrimination in relationships among employees on three levels being analyzed: individual’s (conversations and support are offered), organization’s (specialists’ help, information conveyance, training and creation of atmosphere are recommended) and socium’s (changes of cultural-social content). A complex mobbing model constructed by The author as discrimination in relationships among employees is presented, which implies means of intervention impact.

**Key words:** mobbing, intervention, model, individual, organization, socium.

Kristina ZIKIENĖ

**RESEARCH OF FACTORS INFLUENCING LOYAL CUSTOMER SWITCHING BEHAVIOUR: UPDATED AND REVISED IN THE CONTEXT OF ECONOMICAL CRISIS**

The paper presents the analysis of switching behavior and factors involved in the formation of customer switching behavior in the context of economical crisis. Firstly, readers are introduced with the theoretical attitude of customer switching behavior. Then the methodological principles of the research on factors affecting potential switching behavior of loyal customers are defined.

**Keywords:** switching behavior, factors affecting customer switching behaviour, factors supporting switching behaviour, factors repressing switching behaviour.