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RESEARCH ON FACTORS AFFECTING E-LOYALTY

The article provides the empirical research results on the factors that affect customer e-loyalty in the interactive market. Having analyzed the scientific literature the authors identify and describe the factors affecting e-loyalty. Based on the empirical research results there are analyzed separate links between the factors affecting e-loyalty. According to the respondents’ gender there are examined differences between the factors that affect e-loyalty.

Keywords: e-loyalty, factors affecting e-loyalty.

Irena BAKANAUSKIENĖ, Daiva BRASAITĖ
THE OPPORTUNITIES FOR OUTSOURCING HUMAN RESOURCE MANAGEMENT FUNCTION IN LITHUANIA

The paper studies the opportunities for outsourcing the human resource management function or its separate activities in Lithuanian organizations, i.e. the application of full or partial outsourcing. These opportunities are distinguished basing on the research results of the human research management providers’ websites in Lithuania.

Keywords: human resource management (HRM), human resource management outsourcing.

Algis JUNEVIČIUS, Simona EREMINAITĖ
E-GOVERNMENT AND E-BUSINESS INTEGRATION MODEL IN PUBLIC PROCUREMENT

The article analyzes the relation between e-government and e-business, devoting special attention to e-business and e-government theory analysis and legal regulation of public procurement in the European Union (hereinafter – EU). The authors analyze public procurement, taking into account the experience of Lithuania’s membership in the EU, identify the specific problems for small and medium enterprises participation in public procurement.

Keywords: electronic government, electronic business, public procurement, transparency, internet.

Inta KULBERGA
PROFESSIONAL COMPETENCE OF CHANGES IMPLEMENTATION IN BUSINESS MANAGEMENT IN LATVIA

The world’s global economic crisis has also touched Latvia, including the major area of economics such as business. The author analyzes such an important issue as the manager’s professional competences in companies of different levels, which could help these companies to survive under the global economic circumstances. Management studies as well as their ability and skills to be used in marketing are especially important.

Keywords: training and education, innovation, changes’ management, professionalism, professional orientation, business competences.
Jolanta PALIDAUSKAITĖ
AN INVENTORY OF PUBLIC VALUES: FROM THEORETICAL POSTULATES TOWARDS THEIR LEGITIMATION

The paper presents the researcher’s position on how public values may be indentified and studied. Using value categories distinguished by T. B. Jorgensen and B. Bozeman and their inventory the author by the content analysis method analyzes Constitution of the Republic of Lithuania, the main laws regulating activity of civil servants and codes of ethics in 17 public administration institutions. Some public values distinguished by Western researchers and legalized in Lithuania are similar, though some differences are evident. Finally the author proposes further perspectives of the research.

Keywords: values, public values, code of ethics, content analysis.

Aelita SKARŽAUSKIENĖ, Rūta TAMOŠIŪNAITĖ
APPLICATION OF E-BUSINESS MODELS IN INCREASING COMPETETIVENESS OF STATE OWNED COMPANIES: THE CASE OF POSTAL SERVICES PROVIDER „LIETUVOS PAŠTAS“

The article presents research on adaptability of electronic business models in public business organizations analyzing the case of Lithuania’s public postal services’ provider. Empirical research evaluated the quality of postal services and their development possibilities in times of postal market liberalization. The authors present a theoretical model for increasing competitiveness in Lithuania’s postal market with practical implementation recommendations.

Keywords: postal market, e-services, e-marketing, new knowledge, JSC „Lietuvos paštas“.

Osvaldas STRIPEIKIS
ENTERPRISING BUSINESS FORMATION IN LITHUANIAN SMALL AND MEDIUM-SIZED FIRMS

The paper presents the development of the entrepreneurship, entrepreneur and enterprising organization concepts. The author introduces a model that helped to evaluate the entrepreneurship process and the state of small business in Lithuania. The obtained research results have offered a possibility to create the enterprising business formation model for small and medium-sized firms.

Keywords: entrepreneurship process, small and medium-sized business, enterprising business, enterprising business formation.

Elvira ZELGALVE, Irina BERZKALNE
ROLE OF FINANCIAL MANAGER IN THE PROVISION FOR EFFECTIVE CAPITAL STRUCTURE OF AN ENTERPRISE

The article deals with the role of the financial manager in an enterprise, the effect of the decisions taken by him on the enterprise value as well as problems and conflicts that arise among the enterprise owners and management and their influence on the capital structure.

Keywords: financial manager, capital structure, agency theory.
The paper presents the concepts of *entrepreneurship supply* and *entrepreneurship demand*. There are presented two groups of inside and outside factors influencing a personal decision to become an entrepreneur. Possible alternatives of entrepreneurial activity are described. The authors have performed the analysis of factors influencing Lithuanians’ intentions to become an entrepreneur. The paper highlights further possible research directions.

**Keywords:** entrepreneurship supply, entrepreneurship demand, factors influencing business start-up.