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Competitiveness Factors of Slovak Companies^{*}

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Abstract

We have studied competitiveness factors of top Slovak companies using a questionnaire survey. Results imply that companies are aware of the key role of consumers. Due to the stress on production modernization and wide use of information and communication technologies they successfully place their products on foreign markets. However, final consumers are out of their reach. Results confirm that the most important are intracompany factors, particularly company management and cost reduction. High impact was identified also for EU memberships and energy costs. Scheduled euro adoption in Slovakia is perceived as a source of competitiveness increase. Companies start to realize the necessity of transition to higher level of competitiveness based on innovation. Threats arise from potential deepening of labour market disequilibrium.

JEL classification: C42, D21, L10, L25, O12

Keywords: company competitiveness, SWOT analysis, questionnaire survey

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