

THE USE OF INFORMATION TECHNOLOGIES IN CUSTOMER RELATIONSHIP MANAGEMENT IN
INDUSTRIAL ENTERPRISES IN SLOVAKIA

(abstrakt práce ŠVOČ)

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Abstract

Customer Relationship Management, in its broad sense, means managing all customer interactions. It is a vision based on customer profitability as its pinnacle. Customers are defined differently; for example, a customer can be a direct consumer or some organization, such as a business partner, distributor or shareholder. Providing quality customer service requires implementing a modern customer relationship management (CRM) information system that gives businesses a holistic view of the customer and their needs to provide the desired customer experience (value). The development of information systems and information technology nowadays allows businesses to promote their products in new ways and to communicate better with their customers. It also automates and facilitates the processes involved in customer relationship management. CRM provides a way for businesses to get a holistic view of the customer and their needs to provide them with the desired value, essentially a tool that manages the activities associated with customer care. Today's customers have many options, and it is up to the business to make sure that profitable customers remain loyal.

Keywords: information systems (IS) in the company, information technology (IT) in the company, customer relationship management, CRM systems

CREATION OF DRAWING DOCUMENTATION OF ASSEMBLY EQUIPMENT PARTS

Abstrakt práce ŠVOČ

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Abstract:

Mixing is a process by which a mixture with desired properties is produced by the force action of a mixing element on two or more substances of the same or different kinds. Depending on the substances being mixed, the equipment and mixing elements are of different designs and shapes. The principle of the process is based on the fact that the design of the mixing device allows the substances to be mixed to come into contact with each other. Mixing is a very common, important and demanding operation in the food, chemical, pharmaceutical and construction industries. The design of the mixing equipment is created in Fusion software as well as the design of the assembly line for the industry.

Keywords: machine, documentation, modelling, production, development

USING THE 5S METHOD ON THE ELECTROPLATING LINE

(abstrakt práce ŠVOČ)

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Abstrakt: This paper deals with the application of the 5S method in a selected industrial enterprise, the subject of activity of which deals with the surface treatment of metals. Provides services to manufacturing companies in the automotive, electrical and mechanical engineering industries. Services consist of the implementation of galvanic and chemical surface treatments of metal parts of customers. It is an application of the five steps of Separation, Systematization, Purification, Standardization and Self-discipline. The 5S method will be introduced on the L-V line, and within this line, attention will be drawn to three parts: the locker, the place for protective equipment, and the wallboard. The individual steps of the 5S method and the individual actions within these steps are the content of the paper. The proper implementation of the 5S method has led to improvements in the functioning of the individual workplaces in the organisation under study, and the method has become part of the company culture.

Kľúčové slová: 5S method, electroplating line, quality, process, visualization

**ANALYSIS OF THE WORKING CONDITIONS OF FACULTY OF MATERIALS
SCIENCE AND TECHNOLOGY IN TRNAVA STUDENTS IN THE ERGONOMIC
LABORATORY T02 2.205 USING THE CERAA APPLICATION**

Abstract ŠVOČ

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Abstrakt: The aim of the work within the student scientific activity is to assess the working conditions of students during teaching in the ergonomic laboratory. To collect data for analysis, we will measure the specific dimensions of the workplace equipment, as well as evaluate the spatial solution and working conditions in the laboratory using the CERAA application. When evaluating the workplace using the application, the modules "Ergonomic audit of the administration" and the module "Working positions and dimensional requirements for the workplace" were used, with which we evaluated the reach distances, heights of the working plane and factors of the working environment. The evaluation criterion for assessing the reach and height of the work plane is the gender of the students participating in the teaching in the laboratory, their height and at the same time the working position, which in this case is sitting. The output is a proposal for remedial measures to eliminate identified deficiencies in the laboratory so that the measures and working environment are in line with the adaptation of students participating in the teaching in the laboratory.

Kľúčové slová: CERRA, analysis, ergonomics, workplace, work conditions

THE USE OF THE CERAA APPLICATION IN ERGONOMIC RATIONALIZATION IN THE COMPANY JASPLASTIK – SK SPOL. S R.O.

Abstract

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Abstrakt: The aim of the work solved as part of the student scientific activity was to use the individual modules of the CERAA application to assess the working position, which was identified as potentially risky for the exposed employee. Also, as part of the evaluation of the work position, the conditions under which the work position is acceptable, conditionally acceptable, or unacceptable will be identified, depending on the number of measures within the work shift and the total time the worker spends in the given position. Part of the evaluation will be an assessment of the factors of the work environment, which, in combination with the evaluated work position, can increase the risk affecting the exposed employee. The outputs from the analysis carried out through the CERAA application will be used to develop a proposal for rationalization measures respecting ergonomic principles so that the risk related to the position is reduced or eliminated.

Kľúčové slová: ergonomics, rationalization, CERAA, employee, work posture,

BUSINESS PLAN AS ONE OF THE IMPORTANT PREREQUISITES FOR SUCCESSFUL

E-COMMERCEOPERATION

(abstrakt práce ŠVOČ)

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Abstract

Developing a business plan is an essential prerequisite for any business entity's success. A business plan is crucial for entrepreneurs in planning and implementing their business activities. Particularly for start-ups and small entrepreneurs, it is also essential to develop a business plan about the barriers and benefits that entrepreneurship can bring. The thesis developed within the student scientific professional activity framework deals with developing a business plan as a critical prerequisite for entrepreneurship success in running an e-commerce business by a young entrepreneur who aims to establish themselves on the regional and national market. The business plan was developed considering the entrepreneur's initial experience setting up an e-commerce business (e-shop) and the opportunities and possible market obstacles. It answers the fundamental questions of what goods, for what customers, how and where they will be sold, what marketing tools will be used to promote sales and what financial results can be expected from the business..

Keywords: e-commerce, business, entrepreneur, business plan

ANALYSIS OF COLOR PREFERENCES IN THE CONTEXT OF ENTERTAINMENT INDUSTRY WEB DESIGN

(abstrakt práce ŠVOČ)

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Abstract

Colors surround us in every aspect of life, including web design. Today, in the digital era, web design is one of the leading branches of design, and its e-ciency is of great importance. A major part of web design understanding happens unconsciously, meaning that most people do not pay attention to the use of colors while browsing websites. Designers need to have knowledge about color psychology in order to choose the colors that will be used according to the goal that they want to achieve. The goal of this research is to point out the importance of color choices and the psychology of color in the entertainment industry's web design.

According to Mikellides' research, there is a strong correlation between personality traits and color preferences. The efect of culture, religion and prior experiences will also have an efect on how we interpret particular colors in addition to a person's character (Mikellides, 2012).

In their research, Pellet and Papadopoulou found that color is the parameter of the web pages that has the most impact on its users, with the addition of typography, animations, and images. It was also observed that in addition to the basic role of color in design, it has a significant impact on users through an emotional reaction. It was also observed that an adequate combination of colors provides more readable content, making it easier for the user to navigate and notice information. A lower contrast between the background color and the foreground color has been shown to make a marketed website easier to remember (Pellet & Papadopoulou, 2012)..

Keywords: color preferences, web design, psychology of color, entertainment industry's

APPLICATION OF JAKOB NIELSEN'S HEURISTICS: CASE STUDY ON COSMETIC WEBSITES

(abstrakt práce ŠVOČ)

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Abstract

User Experience Design is the process used to create products that provide meaningful and relevant experiences to users. This process includes product design and integration, including aspects of branding, design, usability, and functionality. The term "UX" stands for "User Experience". The user experience of an app depends on how the user engages with the app, whether the experience is clear and straightforward or confusing, whether the navigation within the app is logical, and whether interacting with the app makes people do the right thing. User experience determines how easy or difficult it is to interact with user interface elements (Interaction Design Foundation, 2021). Jacob Nielsen stands out as one of the most important people when it comes to usability of websites. His heuristics became standard for ux design. Heuristic evaluation is a method for identifying usability issues in a user interface design that involves having a small group of evaluators examine the interface and judge its compliance with recognized usability principles (Nielsen, 1992). According to Jeffries, R. et al. Heuristic evaluation found more problems, including more of the most serious ones, than any other technique, and at the lowest cost (Jeffries et al., 1991), confirming its utility in situations where time or budgetary resources are limited. The goal of heuristic evaluation is to identify usability issues in existing designs (such that they can be fixed) (Nielsen, 1992).

Keywords: User Experience, websites, ux design