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**ABSTRACTS**

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*Received: 07 Feb. 2017**Accepted: 02 Mar. 2017***THE VIEW OF INVESTOR'S ON POTENTIAL OF MARKETING TOOLS  
FOR IMPLEMENTATION OF MODERN METHODS OF CONSTRUCTION  
IN SLOVAKIA**

(pages 1-5)

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**Keywords:** marketing tools, modern methods of construction, investor's view**Abstract:** This paper focuses on the marketing tools of enterprise, operating in the field of modern methods of construction. One of the way to get enough information about its formation is marketing research. In this case, it was used and focused on one area of this vast complex of decisions, namely on the marketing communication of the company. It is necessary to explain the basic concepts, divisions and methods on the input part. These are then transferred to the general, where the above-mentioned marketing research is conducted using fixed procedure steps. The main aim of research is analysing of marketing tool and set model of marketing tool from a point of potential investors in this field. Modern methods of construction present new trends in civil engineering industry and its exploitation is denending on good marketing strategy and communication tools. Results obtained through its in-depth analysis are aimed at designing new recommendations for companies in the field and their communication with the public as well as selecting appropriate promotional advertising tools. Tha main aim of the research is set to model of effective marketing and communication tols for implemenatation of modern methods of construction in civivl engineering industry in Slovakia.

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**Keywords:** risk, characteristic of risk, methods of assessment

**Abstract:** Learned the characteristic of the risk in a company; the causes of occurrence of risk situations are revealed, methods for assessing risk situations and identified ways to eliminate the risk in the enterprise. Situation of risk in the company it is a main opportunity of company development. It is mean that in different cases company may manage of this risk and forward there to best way for the whole company.

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**Keywords:** bioengineering, biomimetics, loadable and implantable technologies

**Abstract:** Biomedical engineering is a broad field that covers a wide range of medical disciplines. Increasingly, nature is linked to engineering and technology. There is a breakthrough in chemical engineering and nanotechnology. Current progressive information, sensors and wireless technologies opens new means of monitoring patients and interpreting patient health data. In this review article, we focus on the field of biomimetics and inform about new possibilities of using wearable implantable systems.

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