AN ANALYSIS OF THE USE OF EU STRUCTURAL ASSISTANCE TO IMPROVE THE QUALITY OF BUSINESS ENVIRONMENT IN THE MORAVIA-SILESIAN REGION

ANALÝZA VYUŽITÍ STRUKTURÁLNÍ POMOCI EU PRO ZLEPŠENÍ KVALITY PODNIKATELSKÉHO PROSTŘEDÍ V MORAVSKOSLEZSKÉM KRAJI

Igor ČERNÝ [1], Markéta ROLČÍKOVÁ [2], Lucie KRČMARSKÁ [3], Richard BÖHM [4]

[1] *Ing., Ph.D.,Institute of Economics and Control Systems, Faculty of Mining and Geology,VŠB-Technical University of Ostrava*
17. listopadu 15,Ostrava-Poruba, tel. (+420) 59 732 3324
e-mail: igor.cerny@vsb.cz

[2] *Ing., Ph.D., Institute of Combined Studies in Most, Faculty of Mining and Geology, VŠB-Technical University of Ostrava Dělnická 21,Most, tel. (+420) 59 732 5705*
e-mail: marketa.rolcikova@vsb.cz

[1] *Ing., Ph.D.,Institute of Economics and Control Systems, Faculty of Mining and Geology,VŠB-Technical University of Ostrava*
17. listopadu 15,Ostrava-Poruba, tel. (+420) 59 732 3324
e-mail: lucie.krcmarska@vsb.cz

[3] *Ing., Institute of Economics and Control Systems, Faculty of Mining and Geology,VŠB-Technical University of Ostrava*
17. listopadu 15,Ostrava-Poruba, tel. (+420) 59 732 3324
e-mail: richard.bohm@vsb.cz

Abstract

The article deals with business environment in the Moravia-Silesian Region, which is very various, dynamic and complex. It is influenced by many factors, which can have positive or negative impacts on corporations. The objective of the article is to determine the structural assistance from the operational programmes in the programming period 2007 – 2013, which can reinforce the factors influencing this business environment, and this way improve the quality of this environment, and to evaluate mutual relationships among the operational programmes and the factors. The article defines these factors, the structural assistance of the European Union, finds and analyses their mutual relationships.

Abstrakt

Článek se zabývá podnikatelským prostředím v Moravskoslezském kraji, které je různorodé, dynamické a komplexní. Je ovlivněno mnoha faktory, které mohou mít pozitivní nebo negativní dopady na podniky. Cílem článku je určit strukturální pomoc z operačních programů v programovém období 2007 – 2013, která může posílit faktory ovlivňující toto podnikatelské prostředí a tímto způsobem zlepšit kvalitu tohoto prostředí a vyhodnotit vzájemné vazby mezi operačními programy a faktory. V článku jsou definovány tyto faktory, strukturální pomoc Evropské unie a nalezeny a analyzovány jejich vzájemné vztahy.

Key words: Business environment, factors of quality, structural assistance, operational programmes.

1 INTRODUCTION

The use of EU structural assistance in business practice in the Moravian-Silesian Region is highly dependent on the nature of the business environment. The real business environment is quite varied and structured. It has its own factual, temporal, spatial, efficiency and purposeful dimension [1]. It can be described by a model using the factors that are applied in the business environment [2]. The article focuses on such factors that directly or indirectly affect the business environment quality (BEQ). Based on their practical purpose, the EU structural assistance from all operational programmes for the programming period 2007-2013 is analysed, which will lead after implementation to strengthening these factors and thus improving the BEQ in the

Moravian-Silesian Region [4]. The operational programmes, the article deals with, include the Regional Operational Programme 'NUTS II Moravia-Silesia' (ROP MS) and thematic operational programmes: the Integrated Operational Programme (IOP), Operational Programme 'Enterprise and Innovations' (OPEI), Operational Programme 'Environment' (OPE), Operational Programme 'Transport' (OPT), Operational Programme 'Education for Competitiveness' (OPEC), Operational Programme 'Research and Development for Innovation' (OP RDI) and the Operational Programme 'Human Resources and Employment' (OP HRE).

2 FACTORS AFFECTING THE QUALITY OF BUSINESS ENVIRONMENT

The BEQ can be assessed by means of selected factors divided into six groups - labour, environmental and infrastructural factors (which can be interpreted according to the Porter's model as factors of inputs, or factors of supply [2]), business and price factors (factors of demand without partial sub-factors of significant enterprises and support services, which can be ranked among factors of related and supporting industries), and local factors (factors of related and supporting industries without a sub-factor of a business and knowledge base that is ranked among factors of supply) [3]. These group factors have different effects on the BEQ (Tab. 1).

Tab. 1 Meaning of group factors in term of BEQ (Source: inherent processing)

Meaning	Factors
1.	*Business factors*
2.	*Labour factors*
3.	*Infrastructural factors*
4.	*Local factors*
4.	*Price factors*
5.	*Environmental factors*

Business factors

The business factors, characterizing market environment of individual regions, include four sub-factors.

Factor of market proximity

The factor of market proximity gives important information about the advantages of geographical position of individual regions in interaction with the size of economic potential of the best available markets. The factor evaluation includes both foreign and domestic markets based on the indicator of regional GDP measured by purchasing power parity rate. According to the latest research, the Moravian-Silesian Region is evaluated worst of all regions in the Czech Republic due to its location [3]. This sub-factor, however, belongs to the category of ***the most important factors***. Options of influence of this factor are considerably limited to marketing support, transport logistics, investment incentive, etc.

Factor of major firms' concentration

The factor interprets various benefits associated with the concentration of major entrepreneurial and unentrepreneurial economic entities that stimulate the development of specialized suppliers, tighter manufacturing, commercial, financial and other cooperation and the creation of new opportunities for expanding markets for suppliers of large companies. As the basic evaluation criterion, the number of employees of small and medium-sized enterprises (SMEs) was chosen, and as an additional criterion the size of annual sales. According to the latest research, the Moravian-Silesian Region is evaluated as an average one by this criterion [3]. This sub-factor belongs to the category of ***the most important factors***. The factor can be positively influenced in particular by investment incentives.

Factor of presence of foreign firms

The factor reflects positive impacts of foreign investments on the host country's integration into the global economy associated with capital inflows and a consequent increase in export performance, labour productivity and labour supply. As an evaluation criterion, the proportion of foreign enterprises in the total number of enterprises was determined. According to the latest research, the Moravian-Silesian Region is evaluated worst of all regions in the Czech Republic [3]. This sub-factor belongs to the category of ***less important factors***. The factor can be positively influenced by investment incentives.

Factor of support services

The factor interprets considerable importance of supply of support services to improve the BEQ, which is generated by increasing demand for highly specialized services on the part of both SMEs and large firms. As an evaluation criterion, the number of relevant objects recalculated to a thousand economically active inhabitants was defined. According to this criterion, the Moravian-Silesian Region is evaluated as an average one [3]. This

sub-factor belongs to the category of ***the medium-significant factors***. The factor can be influenced mainly by indirect support from the public authorities (tax cuts, streamlining administration when starting a business), EU structural assistance.

Labour factors

The labour factors, providing information about regional labour supply, include three sub-factors.

Factor of labour force flexibility

The factor provides information on total regional labour supply. As an evaluation criterion, the number of economically active inhabitants is determined. According to the criterion, the Moravian-Silesian Region is evaluated better than the national average [3]. The factor belongs to the category of ***the most important factors***. The factor is mainly influenced by active policy of employment through retraining, natural population growth, migration, etc.

Factor of labour force quality

The quality of labour force is an important factor affecting the development of economy, the level of which depends on the achieved degree of school education. As an evaluation criterion, the achieved level of school education is determined. The Moravian-Silesian Region reaches values worse than the national average [3]. The factor belongs to the category of ***the most important factors***. The factor is influenced by increasing the achieved degree of school education and placing the emphasis on improvement and intensification of education and consequential development of specialized knowledge (scientific-research and innovation activities).

Factor of flexibility (of entrepreneurship) of labour force

The flexibility of labour force in general reflects the degree of adaptability to constant changes that are characteristic for the current economic development, and accordingly it is seen as a qualitative factor. As an evaluation criterion, the number of entrepreneurs-individuals per 1,000 inhabitants older than 15 years is determined. The Moravian-Silesian Region reaches values significantly worse than the national average [3]. The factor belongs to ***less important factors***. The factor can be influenced from the outside by troubleshooting when starting a business, during the very business and when closing a business (tax laws, business incubators, business and innovation centres).

Infrastructural factors

Infrastructural factors consist of three sub-factors.

Factor of road and railway quality

The factor of road and railway quality is interpreted by connecting regional centres to the most important segments of rail and road networks, taking into account respective shares in the division of labour in freight transport. In this context, the factor shows logical links to the market proximity factor. As an evaluation criterion, the length of motorways, express ways, first class roads, and railway lines without local branches and with simultaneous preference of internationally important routes is determined. According to the criterion, the Moravian-Silesian Region is evaluated better than the national average [3]. The factor belongs to ***medium important factors***. The factor can be influenced by public funds, EIB, EU structural funds and other private sources.

Factor of information and communication technologies (ICT)

The factor provides information on a potential of external cost savings generated by covering the area with respective networks. As an evaluation criterion, the indicator of households equipped with a PC is determined. According to this criterion, the Moravian-Silesian Region achieves worse results than the national average [3]. The factor belongs to ***medium important factors***. The factor can be influenced by training courses, improving access to the Internet (cheaper services) and an increase in the number of applications from the public administration (e-government).

Factor of international airports proximity

The factor informs on potential availability of international and regional airports, which positively affects the business environment. These include the International Airport in Mošnov. As an evaluation criterion, the distance from the airport to regional centres is determined. According to this criterion, the Moravian-Silesian Region is evaluated better than the national average [3]. The factor belongs to ***medium important factors***. The factor can be influenced by increasing airport capacities and improvement of the quality of accessibility to them.

Local factors

The local factors, providing information on potential assumptions of individual regions for generation and support of innovations, include two sub-factors.

Factor of business and knowledge base

This factor provides basic information on specific assumptions of individual regions for future economic development, induced by new investments in selected types of infrastructure. It comprises two main components denoted as a sub-factor of business infrastructure and a sub-factor of knowledge infrastructure. The sub-factor of business infrastructure is factually oriented on supply of development areas to attract potential investors. The sub-factor of knowledge infrastructure consists mainly of universities, scientific and research institutions, science and technology parks and innovation-oriented firms. As evaluation criteria for the sub-factor of business infrastructure, the size and ownership relations, connections to technical and transport infrastructure and user incentives and limits are determined. As evaluation criteria for the sub-factor of knowledge infrastructure, the structure of higher education, science and technology parks, business incubators, etc. is determined. According to the criteria, the Moravian-Silesian Region achieves worse results than the national average [3]. The factor belongs to ***the most important factors***. The factor can be influenced by the form of investment support under regional programmes and by the support of educational infrastructure from public sources.

Factor of public administration assistance

The factor affects the approach to entrepreneurs and investors and their development activities. The quality of public administration exercised by municipalities of regional centres has a paramount influence. As evaluation criteria, the level of tax receipts, financial subsidies from the EU, expenditures on public transport, town economy, number of officials and so on are determined. On the basis of this factor, the Moravian-Silesian Region achieves worse results than the national average [3]. The factor belongs to ***less important factors***. The factor can be positively influenced by the development of strategic plans for municipality development, budget outlook and budget of municipality, etc.

Price factors

The price factors may be considered as specific BEQ indicators revealing the level of demand and supply in relevant markets. The group consists of two sub-factors.

Factor of labour price

The price of labour is a classic factor whose perception at regional level is logically derived from the intensity of wage differentiation. As an evaluation criterion of the factor, the indicator of average gross wages is determined. According to this criterion, the Moravian-Silesian Region achieves worse results than the national average [3]. The factor belongs to ***medium important factors***. The factor is influenced by economic results of firms, unemployment, qualification structure, etc.

Factor of real estate price

The factor of real estate price includes two components which can be described as a sub-factor of land price and a sub-factor of rental price. From the perspective of companies, these are cost factors, which play an important role, especially when deciding on the location of business activities. Generally it can be said that both sub-factors are mainly affected by a positional rent. As evaluation criteria, an average offer price of land in industrial zones and an average net annual rent of office rooms are determined. The Moravian-Silesian Region reaches values worse than the national average [3]. The factor is one of ***medium important factors***. The factor is generally influenced by supply and demand for real estates. To a large extent, it depends on the flexibility and creativity of developers to attract small investors.

Environmental factors

The comparatively less important category of two sub-factors shows specific aspects of the quality of life which co-create the business environment (Tab. 1). However, this category especially in the Moravian-Silesian Region, where the quality of environment is one of worst, may have a far greater impact to BEQ. The importance of these factors is still increasing.

Factor of urban and natural attractiveness

The factor has a significant impact on the regions' **image** which undoubtedly helps to create the BEQ. Its most important impacts are naturally linked to the development of entrepreneurial activities in the field of tourism and recreation – tourist attractiveness of the area. The methodological evaluation procedure of this factor consists of evaluation criteria of natural attractiveness of the area (national parks, natural monuments, spas, etc.), urban attractiveness of the area (monuments, castles, etc.) and the tourist value of the area (number of beds in accommodation facilities, number of overnight guests and proportion of total overnight stays). The Moravian-Silesian Region reaches values worse than the national average [3]. The factor belongs to ***medium important factors***. The factor can be influenced through public subsidies, EU structural assistance.

Factor of environmental quality of area

The factor interprets the quality of environment. As an evaluation criterion, the air quality, which has the most significant impacts on the health status of the population (the amount of dust particles/aerosol PM_{10}, SO_2, NO_2, Cd), and as an additional criterion, the ecological stability of landscape (gross perception of area's abilities to dampen negative effects of pollutant emissions) were determined. The Moravian-Silesian Region achieves significantly worse evaluation under this factor than the national average [3]. The factor belongs to ***less important factors***. However, in case of extreme disturbance of the environment quality, it may constitute a significant barrier to the economic development not only in the meaning of its permanent sustainability, but also a significant decrease of the investment attractiveness of the region. The factor can be influenced by administrative tools (legal standards), pollution charges, investments and EU structural assistance, etc.

3 THE USE OF EU STRUCTURAL ASSISTANCE FOR IMPROVEMENT OF QUALITY OF BUSINESS ENVIRONMENT IN THE MORAVIAN-SILESIAN REGION

The analysis of the use of EU structural assistance to improve the BEQ in the Moravian-Silesian Region in the period of 2007-2013 lies in finding suitable coincidence relationships between the factors influencing the BEQ and the EU structural assistance in a form of operational programmes, which is suitable for their improvement and thus an increase of the quality of the whole business environment in the region. The coincidence is made on the basis of factual consensus of global, specific objectives, priority axes and areas of intervention of an appropriate operational programme and factual focus of the factors affecting the quality of the business environment. Part of the analysis is to evaluate the intensity of links between the operational programmes and group factors. An ideal method for the evaluation would be the quantitative analysis. However, its implementation would require extensive, complex and certainly very costly research which could be completely impossible for a wide range of factors. For this reason, the evaluation is carried out using the coincidence method described above based on the existence of a link between operational programmes and relevant group factors and on the importance of sub-factors within the group factors which is determined by their effect on the BEQ, as seen in the previous chapter. The operational programmes in the period under consideration may have a direct or indirect impact on the BEQ. The indirect influence reveals by creating preconditions and activating conditions for making the business environment more attractive. The direct effect is identified by the above-mentioned method of coincidence. To evaluate the intensity of relations, a four-stage classification (high, medium, low and no link) is used. Each sub-factor of a relevant group factor is assigned a numerical value according to its importance for the BEQ (the most important -3, medium important -2, less important -1). The total intensity of the link between a certain operational programme and a relevant group factor is given by the sum of numerical values expressing the importance of individual factors of the given group factor that are directly affected by the operational programme. A strong link represents a direct effect of an operational programme on all sub-factors of a given group factor. A mean link is determined by a direct influence of an operational programme on sub-factors of a group factor whose total numerical value reaches at least a half the value of the maximum possible value of the group factor. In other cases, the direct impact of an operational programme on a given group factor is rated as a weak link. An indirect or no influence of an operational programme on a group factor means no link. However, indirect effects of long-acting EU structural assistance mainly on the attractiveness of the business environment in the region may have a material impact on its development in the future.

Business factors

Based on the method of coincidence, it was found out that the EU structural assistance through the IOP, OPEI, OPT and ROP MS has a direct impact on business factors [4]. Possibilities to influence the sub-factor of **market proximity** are significantly limited to marketing support, transport logistics, investment incentives, etc. The EU structural assistance from IOP and ROP MS through marketing promotion of tourism has a direct impact on this factor. Through a comprehensive approach, the IOP aims at making the promotion of the country as a tourism destination more effective. Also campaigns linked to national tourism products are part of the promotion of the Czech Republic is. The ROP MS focuses on improving the infrastructure for tourism with all year round use, improving the quality of accommodation facilities for tourists, coordinated promotion of the tourist region of Northern Moravia and Silesia to potential visitors, changes in the region image in relation to tourists. Transportation logistics in the region is directly influenced by the structural assistance from the OPT and ROP MS. The OPT is focused on modernization and development of railways of the TEN-T network, including crossing stations, and on the construction and modernization of the road and motorway TEN-T network. It is also designed to improve cross-border road and rail sections. The expected results include mainly the improvement of accessibility of the Czech Republic as a whole and its individual regions, in particular due to the improved parameters of the TEN-T network. The ROP MS is focused on the construction, modernization and reconstruction of regional road infrastructure, ensuring the improvement of accessibility of the entire Moravia-Silesian Region subsequently to the roads of the transnational TEN-T net (the built highway D47 and motorway R48) and other main roads.

Other business sub-factors that include the factor of **major firms' concentration**, the factor of **presence of foreign firms** and the factor of **support services** are directly influenced by the EU structural assistance from the OPEI. The OPEI with a focus on supporting the emergence of new companies, implementing business development projects of competitive small and medium-sized enterprises, improving the technical equipment of enterprises by purchasing modern technologies, including ICT and services for business development, has a direct impact on the emergence of companies offering support services and on the maintaining and development of major domestic and foreign firms. The ROP also has a direct effect on the factor of support services in relation to supporting the development of tourism in a form of the construction or reconstruction of accommodation facilities and modernization and development of winter sports resorts.

The analysis of intensity of links of operational programmes with a direct impact on group factors (see Tab. 2) shows that no operational programme has a strong link to business factors, the OPEI and ROP MS have a medium one, and the OPT and IOP have a weak link. The ROP MS has an indirect impact on the BEQ by increasing the attractiveness of urban and rural environment.

However, the improvement of all business factors depends mainly on the long-term improvement in the quality of labour, infrastructural, local as well as environmental factors in the Region.

Labour factors

The EU structural assistance from the OP HRE, OPEI, ROP MS, OP RDI and OPEC has a direct impact on improving the BEQ according to labour factors [4]. The factor of **labour force availability** can be positively influenced by the structural assistance from the OP HRE by increasing the adaptability of workers and employers, strengthening the integration of people at risk of social exclusion and improving access to employment. The OPEI also has a direct impact on the availability of labour force and the factor of **labour force flexibility** by promoting the emergence of new businesses and the development of existing businesses. The ROP MS has a direct influence on the factor of **labour force quality** through the development of educational infrastructure with the intention to make such supply of quality workers with required qualifications in those fields which would respond not only to current demand, but also initiate the growth of this demand in future. The OP RDI has a large direct impact on the quality of labour force through the development of high quality infrastructure of universities with the aim to increase the capacity of tertiary education and to create conditions for improving the quality of education. This type of investments represents a necessary prerequisite for a required quantitative and qualitative increase in supply of human resources for research and innovations. The OPEC may also directly affect the above-named factor by increasing the quality of initial education and modernization of tertiary education, including making the system of higher vocational education, research and development more attractive and strengthening the partnerships and networks between the public and private sectors.

The analysis of intensity of links of operational programmes with a direct impact on group factors (see Tab. 2) shows that no operational programme has a strong relationship to labour factors, the OPEI has a medium one and all of the above mentioned operational programmes have only a weak link. The OPEI has an indirect impact on the quality of labour force through the support for human resource development, deepening and expanding their expertise enabling the introduction of new technologies and innovations, increasing managerial skills and knowledge, providing language skills and knowledge of ICT.

Infrastructural factors

The EU structural assistance from the OPT, ROP, IOP, OP HRE, OPEC, OPEI has a direct impact on improving the BEQ [4]. The OPT affects the factor of **road and railway quality** through the modernization and development of railways of the TEN-T network, including crossing stations and the construction and modernization of the motorway and road TEN-T network. The IOP and OP HRE can directly affect the ICT factor by the development of e-government. The objective of e-government is, inter alia, to facilitate communication with public, which should motivate the population to a greater use of ICT. The OPEC improves conditions for the use of ICT for pupils, teachers and in general and vocational subjects. The OPEI is also focused on improving the technical equipment of enterprises by purchasing modern technologies, including information and communication technologies (ICT). The ROP MS supports the introduction of ICT and multimedia equipment and e-learning into teaching at primary, secondary and higher vocational schools and school facilities to be used for lifelong learning. In addition, the ROP MS affects the factor of **international airports proximity** by the modernization of the international Leos Janacek airport and improves its transport links with the region metropolis and other cities.

The analysis of intensity of links of operational programmes with a direct impact on group factors (see Tab. 2) shows that no operational programme has a strong link to infrastructural factors, the ROP MS has a medium one and all of the above mentioned operational programmes have only a weak link.

Local factors

The EU structural assistance from the OPEI, OP RDI and IOP has a direct impact on improving the BEQ according to local factors [4]. The OPEI may affect the factor of **business and knowledge base** by creating necessary infrastructure for new entrepreneurs in a form of business incubators, extension and improvement of cooperation between the business sphere and educational institutions and institutions from the field of research and development, by improving the business infrastructure, mainly through the creation and development of commercial real estates at a level of European standards, particularly through regeneration of brownfield sites. The OP RDI affects this factor by creating a limited number of centres of excellence (well-equipped R & D workplaces) in order to contribute to greater connectivity and integration of Czech top research and development teams with leading international research organizations and European research infrastructures. Also R & D centres will emerge, which will strengthen the cooperation with application areas. The factor of **public administration assistance** depends on the quality of public administration exercised by municipal authorities of regional centres (municipalities). Improving this factor can be made by the modernization and development of systems for shaping territorial policy in the region and municipalities through the IOP.

The analysis of intensity of links of operational programmes with a direct impact on group factors (see Tab. 2) shows that no operational programme has a strong link to local factors, the OPEI and OP RDI have a medium one, and IOP has a weak link. The OPEC has an indirect impact on these factors, especially on maintaining high quality labour force in the research and development area in the region.

Price factors

These factors are affected by long-term improvement of all other group factors, but mainly by working and local ones. It is closely related to overall attractiveness and quality of the business environment.

Environmental factors

The EU structural assistance from the OPE, OPEI, IOP and ROP MS has a direct impact on improving the BEQ according to environmental factors [4]. The OPE, focusing on improving the air quality and reducing emissions, has a positive effect on the factor of **environmental quality of area**. The OPEI influences this factor by stimulating business activity in the area of reducing the energy intensity of production and consumption of fossil primary energy sources and by supporting new entrepreneurs in activities leading to the increased use of renewable and secondary energy sources. The IOP has a direct effect on the factor of **urban and natural attractiveness** by improving the quality of provided services in the field of tourism in the Czech Republic, their uniform certification and standardization and by increasing the number of promotional or **marketing** products made in the CR. Further, by national support of utilization of a potential of cultural heritage, the IOP contributes to the improvement of this factor. The tourist attraction of the Moravian-Silesian Region can be directly affected by the structural assistance from the ROP MS, by the construction, revitalization and modernization of tourist infrastructure, supporting services as well as by the development of urban and rural areas.

The analysis of intensity of links of operational programmes with a direct impact on group factors (see Tab. 2) shows that no operational programme has a strong link to environmental factors, the ROP MS and IOP have a medium one, and the OPE and OPEI have a weak link.

Tab. 2 Intensity of links of operational programmes with a direct impact on group factors influencing the BEQ in the programming period of 2007 – 2013 (Source: inherent processing)

Group factors	**Operational programmes**							
	IOP	OPEI	OPE	OPT	OPEC	OP RDI	OP HRE	ROP MS
Business	weak	medium	-	weak	-	-	-	medium
Labour	-	medium	-	-	weak	weak	weak	weak
Infrastructural	weak	weak	-	weak	weak	-	weak	medium
Local	weak	medium	-	-	-	medium	-	-
Price	-	-	-	-	-	-	-	-
Environmental	medium	weak	weak		-			medium

4 RESULTS AND DISCUSSION

It results from the findings that the EU structural assistance through thematic operational programmes and the ROP MS of the programming period 2007 - 2013 has a different effect on the BEQ in the Moravian-Silesian Region. Several programmes have a direct impact, other indirect and remaining ones virtually none. Each of these programmes has at least partly a direct impact on individual group factors affecting the BEQ (Tab. 2). Just price factors cannot be influenced directly and immediately from the EU structural assistance, but by a long-term effect of such assistance to other group factors.

The OPEI and ROP MS have the greatest direct impact on individual group factors. By its influence, the OPEI covers all the group factors. It has medium intensity of a link to business, labour and local factors (Tab. 2). The OPEI has an impact on most business factors (except for positional ones), on maintaining the availability and flexibility of labour force in the Region due to the support of emergence of new companies and the development of existing companies. By the extension and improvement of cooperation between the business sphere and educational institutions, research and development, it affects local factors. By focusing on improving the technical equipment of enterprises by purchasing ICT, the OPEI has an impact on infrastructural factors. By supporting the reduction of energy intensity of production and consumption of fossil energy resources, it influences environmental factors. The ROP MS with the exception of local factors covers by its influence all other group factors. It has medium intensity of a link to business, infrastructural and environmental factors (Tab. 2). This programme can significantly help to improve the attractiveness of business environment by improving the regional road network, create conditions for development of tourism and also make the urban and rural environment more pleasant for the population and visitors. This way, the Moravian-Silesian Region may overcome its unfavourable geographic position in terms of being connected to relatively weak (in terms of purchasing power parity) domestic and foreign markets and thus positively influence business and environmental factors. It also affects infrastructural factors by supporting the implementation of ICT and e-learning at primary, secondary and higher vocational schools. Through the development of educational infrastructure with the intention to create labour supply in line with current demand, the ROP MS has a positive effect on the quality of the labour force.

The IOP covers by its influence all the group factors except for labour ones. It has medium intensity of a link to business factors (Tab. 2). It focuses on the marketing promotion of tourism, development of e-government, modernization and development of systems for creation of territorial policies in the region and municipalities and on the certification and standardization of services provided in tourism. In this way, it can affect all the above mentioned factors.

The EU structural assistance from the OPEC and OP HRE by its direct influence covers labour and infrastructural factors. Intensity of links to these group factors is weak (see Tab. 2). The OPEC with focus on increasing the quality of initial education and modernization of tertiary education affects the quality of labour force. It also improves conditions for the use of ICT for pupils and teachers in general and vocational subjects and this has an impact on infrastructural factors. The OP HRE, through the adaptability of workers and employers and the fight with social exclusion, has a positive effect on the availability of labour force. Simultaneously, it may affect the ICT factor by the development of e-government. The OP RDI has a direct impact on labour and local factors. It has medium intensity of links to local factors. It can affect local factors by building the centres of excellence and regional centres for research and development and labour factors mainly by the development of quality infrastructure of universities.

The OPT has a direct impact on business and infrastructural factors. Intensity of links to both types of factors is weak (see Tab. 2). It affects business and infrastructural factors by the modernization of the railway, highway and road TEN-T network. The OPE has a direct impact on the factor of environmental quality of area by improving the air quality and reducing emissions of pollutants.

5 CONCLUSIONS

In order to find the links between the use of EU structural assistance from the programming period 2007 - 2013 and by improving the BEQ in the CR, a coincidence method was used. The coincidence was made on the basis of factual consensus of global, specific objectives, priority axes and areas of intervention of an appropriate operational programme and factual focus of factors affecting the quality of business environment. Part of the analysis was the evaluation of intensity of links between operational programmes and group factors.

The analysis shows that the most important for the Moravian-Silesian Region is continuous improvement of business factors by the development of transport logistics in the Region, intensive marketing support in the region as an interesting Region for business and life. From the economic and social development perspective, it is necessary to create strong business and knowledge infrastructure supported by the development of education of population in accordance with current job demand. The structural assistance from the OPEI and the ROP MS

seems to be the most appropriate to create business infrastructure in the region and increase the attractiveness of business environment. Through the OP RDI and the OP VK, it is possible to create conditions for strong knowledge infrastructure in the region which could support high-quality labour force, especially in the field of research and development. Using the OP HRE, it is possible to maintain or increase the availability of labour force in the region. To improve the transport logistics in the region, the structural assistance from the OPT is the best. The improvement of environmental factors through the OPE cannot be forgotten as well, because their further deterioration in the future would affect the attractiveness of business environment in the region.

REFERENCES

[1] LUDVÍK, L. *Rozvoj mikroregionálního podnikatelského prostředí. (Development of micro-regional business environment.)* Jilešovice: František MAJ-tiskárna, 2000.124 p. ISBN 80-86458-03-2.

[2] PORTER, M. E. *The Competitive Advantage of Nations.* London: Macmillan Press Ltd., 1990.

[3] VITURKA, M. at al. *Kvalita podnikatelského prostředí, regionální konkurenceschopnost a strategie regionálního rozvoje České republiky*. (The quality of the business environment, regional competitiveness and regional development strategy of the Czech Republic.) 1st ed. Prague: Grada Publishing, a.s., 2010. 232 p. ISBN 978-80-247-3638-9.

[4] www.strukturalni-fondy.cz/Programy-2007-2013.

RESUMÉ

Podnikatelské prostředí je ovlivněno 6 skupinami faktorů, k nimž patří faktory obchodní, pracovní, infrastrukturní, lokální, cenové a environmentální. Česká republika podobně jako jiné členské země Evropské unie může využít strukturální pomoc EU ke zlepšení kvality jejího podnikatelského prostředí.Vyvstává tedy problém , jak strukturální pomoc EU může ovlivnit jednotlivé skupiny faktorů a tím i podnikatelské prostředí ČR. Cílem článku je nalezení a určení intenzity vazeb mezi strukturální pomocí EU z vybraných tématických operačních programů a Regionálního operačního programu NUTS II Moravskoslezsko v programovém období 2007 – 2013 a faktory, které ovlivňují kvalitu podnikatelské prostředí v Moravskoslezském kraji s využitím metody koincidence.