

# Editor's Letter

*"Be thankful to your competitors for keeping you alert"*

*(Tomas Bata)*

We present to you the first issue of the eighth volume of the *Journal of Competitiveness* (2016). This issue is multidisciplinary, being comprised of scientific articles especially from the fields of taxation, marketing, business environment and company management. It is also international, containing contributions from authors representing Czech, Slovak, Hungarian, Sri Lankan and Iranian institutions.

The first paper in this issue quantifies the impact on Czech VAT revenue caused by the potential transfer of selected labour intensive services from a standard to a reduced VAT rate. The second paper evaluates the roles of value congruity, brand love, and brand image in creating a consumer commitment that leads to positive word of mouth. The third paper presents the results of a study focused on Generation Y behavior in two neighboring European countries, the Czech Republic and Slovakia. The author of the fourth paper conducted a survey examining the effects of entrepreneurial and learning orientations and perceived environment on firm performance. The authors of the fifth paper define and quantify important factors of the quality of the business environment for small and medium-sized firms (SMEs) in the Czech Republic. The sixth paper, a study by an international team of three authors, explores the advantages and disadvantages generated by family involvement in a family-owned business. The seventh paper describes process segmentation typology during business process management implementation in Czech companies. And the last paper in this issue presents research results of process manager activities in modern industrial enterprises, connected with a methodology proposal for the systematically-oriented process manager motivation of employees in accordance with the increased competitiveness of production and administration processes.

We would like to thank members of the editorial staff, peer reviewers and members of the editorial board for preparing this issue, and we are looking forward to our further cooperation.

On behalf of the journal's editorial staff,

assoc. prof. Oldřich Hájek, Ph.D.  
Editor-in-Chief