

Editor's Letter

Dear readers,

Let us introduce the third issue of the eight volume of the *Journal of Competitiveness* (2016). This issue offers contributions focused on topics of product management, internal branding of private universities, labour market and young graduates, and labour market connected with Z and Y generation. Firm strategy, market performance, the impact of EU funds on the development of a business model, business economics and investment decisions are topics which were chosen to be published in this issue as well.

You can find contributions from the Czech Republic, Ghana, Nigeria, Poland, Hungary and Slovakia.

The aim of the first paper is to present partial results of an independent research, and connect them with the knowledge base of knowledgeable management and human factors in product management. The paper focuses on a set of requirements for qualifications, experience, knowledge and skills that are imposed on candidates for the position of "Brand Manager". The conclusion of the second study is that performance of private universities and brand equity depend on a high loyalty among students. The author of the following contribution focuses on two areas including the analysis of perception of graduates as drifters, and their demands for high starting salaries. A partial conclusion of this study indicated that future graduates, in comparison with the initial risk factor of high turnover, see much higher risk in their inability to solve problems, high initial costs of training or lack of independence.

The purpose of Nigerian author's study is to ascertain the relevant drivers of customers' churn and retention in the growing Nigerian mobile telecommunication industry. The aim of the fifth paper is to assess the impact of grants received by companies on the formation of a business model. The main question of the sixth research was how to approach the new generations from the view of HR's perspective.

The next paper focuses on the analysis and identification of specific factors regarding localization, turnover of enterprise and others which may have a potential impact on performance. In this context, the attention is drawn to the orientation of enterprises on particular dimensions of corporate sustainability concept and factors such as company size or capital structure in relation to its application.

The main objective of the last paper is to bring scientific evidence that the age of an entrepreneur should be considered as a factor having significant impact on one part of the credit risk of a company – the risk of a change of the interest change. The research was carried out among 438 Slovak companies in 2016.

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. David Tuček, Ph.D.
Editor-in-Chief