

# Editor's Letter

*"Be thankful to your competitors for keeping you alert"*  
(Tomas Bata)

Dear readers,

Let us introduce the third issue of the ninth volume of the Journal of Competitiveness (2017). This issue is multidisciplinary, being comprised of scientific articles especially from the fields of business environment, finance, macroeconomics, microeconomics, and marketing. You can find contributions from the Czech Republic, Slovakia, Poland, Hungary, Nigeria, and Uzbekistan.

The main objective of the first paper is to analyse the expenditures on ALMPs in the context of changes in unemployment and to evaluate their competitiveness in selected European countries in 2007, 2009, 2011, 2013, and 2015.

The next paper is aimed at examining what ratios can determine financial performance of Mongolian companies which are divided into 6 major sectors to increase their competitiveness.

The third paper examines the influence of a company size and industry on the differences in perception of the state's role in its business environment. The research focuses on the segment of SMEs in the Czech Republic in 2015.

The fourth contribution examines how the level of involvement influences two kinds of customer behaviour. First, it is the consumers' participation behaviour. Then, the other one is the consumers' citizenship behaviour.

The fifth paper introduces the research which examined the effect of international business on SMEs growth in a competitive environment, particularly Nigeria. The finding revealed that trade openness as a measure of competitiveness and Foreign Direct Investment (FDI) has no significant effect on SMEs growth in Nigeria.

The sixth paper highlights the possibilities of increasing the competitiveness of public transport in European Union by integrating different components of public transport. Another aim is to define the possibilities of financing public transport.

The seventh paper provides up-to-date empirical evidence of relationship between the key indicators of business competitiveness: leverage and corporate performance. The study is based on corporate financial data of selected companies from the Czech Republic within 14 major business sectors according to CZ-NACE which companies published for the year 2014.

The last paper analyzes the direct effects of brand equity and satisfaction and the moderating effects of the degree of implication, perceived risk and grade of information on purchase intention. For this purpose was developed an empirical study in the field of fruit juice applying the Aaker's brand equity model.

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