

Editor's Letter

"Be thankful to your competitors for keeping you alert"

(Tomas Bata)

Dear readers,

Let us introduce the fourth 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, management and marketing. You can find contributions from the Czech Republic, Slovakia, Poland, Hungary, Pakistan, Lithuania and USA.

The first paper deals with factors affecting the implementation of organization changes in Slovak companies. It was found out that the process of planning changes, checking upon changes, and the time needed to implement changes have an important role and a major effect on the ultimate success or failure of change in a company. The next paper is aimed at the largest, focused segment of South African Business Incubators affiliated to the industrial public sector and deals with marketing challenges for South African public sector business incubator. The research of the third paper examines the competitiveness of students graduated from course Accounting and Tax Office at Tomas Bata University in Zlín in the labour market. The aim of the fourth paper is to verify whether the Visegrad Group countries are achieving social convergence at national level at the expense of internal divergence. The purpose of the fifth paper is to examine the process dimensions' effects on supply chain (SC) partners' trust and firms' performance as supply chain processes are essential for firms' competitiveness. This study is from Pakistan. The sixth paper investigates the cause of a growing food price volatility. It was analysed whether food price volatility is mainly induced by transfer of the oil price shock or if it is the consequence of a rising and competitive biofuel production. The seventh paper deals with the key factors influencing clients' decision-making in the market of selected planned healthcare in the Czech Republic. The aim of the eighth paper is to propose a new Composite Leading Indicator (CLI) to monitor and predict the German economy. The aim of the ninth paper is to discuss a tool, which would allow evaluating the efficiency of clusters performance in terms of knowledge transfer. Seven clusters from Lithuania and Latvia were examined to serve the purpose of this study. The last paper focuses on a set of requirements in terms of educational level, professional experience, knowledge, technical competence, and business management skills for candidates for the position of "Brand Manager".

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