

Editor's Letter

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

Dear readers,

Let us introduce the second issue of the tenth volume of the Journal of Competitiveness (2018). This issue is multidisciplinary, being comprised of scientific articles especially from the fields of business environment, finance, macroeconomics, microeconomics, accounting, management, and marketing.

You can find contributions from the Czech Republic, Slovakia, Poland, Germany, Lithuania, Bulgaria, Bahrain, Pakistan, and Nigeria.

The first paper shows how long-term value added driven competitiveness is widely adopted by German DAX 30 corporations and how it can be measured.

The main objective of the second contribution is to define and quantify significant factors that shape the quality of the business environment in the SME segment and to create the business environment quality index.

This third paper points out the importance of non-financial indicators in small and medium-sized enterprises in Slovakia, using the BSC method as a strategic management tool.

The fourth paper attempts to analyze the long and short run effects of this record-breaking natural disaster on the Japanese equity, debt and FX markets as well as Gold as one of the most popular metals and investment options, using daily data.

The fifth paper examines the relationship between a customer's brand experience and loyalty to the brand in the social media environment, its image and willingness to recommend the brand to others.

The objective of the sixth article is to provide a description and deep explanation of the process of using crowdsourcing as one of the tools for strategic urban development plan creation process and events occurring within a specific case of Ostrava city.

The seventh paper assesses and compares the development trends in employment and average wages in the regions of Slovakia and the Czech Republic.

The eighth paper investigates the relationship between oil price fluctuations and the current account balances in Nigeria (the study used a time series data sample from 1977 to 2015).

The ninth paper identifies the impacts of innovative marketing on enterprises' competitiveness in the context of Industry 4.0.

The last paper examines and sheds additional insight into the stock market behaviour of countries of Visegrad Group beyond the global financial crisis.

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

