

Editor's Letter

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

Dear readers,

Let us introduce the first 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, knowledge management system, accounting, management, and marketing. You can find contributions from the Czech Republic, Slovakia, Tajikistan, Romania, Kosovo, and Nigeria.

The first paper focuses on one of the most currently discussed topics, the aging population. The study finds out which marketing communication tools those over age 55 prefer, including selected aspects of printed advertising.

The main objective of the second contribution is to identify the relationship between manufacturing and GDP, which represents the economic cycle in European Union countries.

This third paper provides a case study describing an approach to improving the efficiency of an information system (IS) by supporting processes outside the IS, using the ontology-driven knowledge management systems (KMS) as a mini-application in the area of so-called lean enterprise.

The fourth paper focuses on the competitiveness of Visegrad 4 countries. It determines the impact of their innovation performance on their international competitiveness position observed by the Global Economic Forum.

The fifth paper assesses the level of competitiveness of the Tajikistan regions to determine their economic development sustainability, using existing approaches.

The objective of the sixth article is to determine which of the areas of accounting are riskiest in relation to the occurrence of errors, and this in connection to the existence of an important foreign partner of the accounting unit. It provides information from the Czech Republic.

The seventh paper discusses ways of measuring the financial performance of businesses. The aim is to determine to what extent the form of profit calculation influences value of return on assets, which is frequently used as an indicator for measuring financial performance.

The eighth paper analyses the possibilities that hoteliers have to create and maximize the social value of their online platforms, in terms of their functionality and usage, in order to improve sales and increase hotels' performance.

The ninth paper focuses on Dimensionality of Intra-organizational Conflict and the Challenges for Human Resource Management in Small and Medium Scale Enterprises in Nigeria.

The last paper seeks to explore how a particular manufacturing SME in Kosovo organizes its processes on the daily basis and the challenges that currently face in a fragile competition.

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

