

Editor's Letter

"Be thankful to your competitors for keeping you alert"

(Tomas Bata)

Dear readers,

I would like to inform you that the Journal of Competitiveness has received the impact factor (2019:3.649). The journal was ranked in Q1 (Economics), Q2 (Business) and Q2 (Management) according to the impact factor.

Let us introduce the second issue of the twelfth volume of the Journal of Competitiveness (2020). This issue is multidisciplinary, being comprised of scientific articles especially from the fields of macroeconomics, entrepreneurship, decision-making and business environment, finance and management. You can find papers from the Czech Republic, Slovakia, Poland, Serbia, China, Malaysia, Pakistan, Turkey and Lithuania.

The first paper investigates the impact of service quality, intimacy, trust, and playfulness on customer loyalty of Jordanian users of mobile telecommunication services.

The goal of the second article is to establish the framework of a market trend monitoring system. A case example of Lithuanian regional indicator clusterisation has been provided in this paper.

The third paper investigates the impact of managerial decision-making on the motivation of employees in manufacturing companies.

The fourth paper deals with consumer behavior in terms of food and its wastage. The main aim is to identify consumer behavior in relation to food consumption and food waste in the households in the Czech Republic as an effect of healthy competitive environment.

The main purpose of the fifth paper is to examine the effects of regulatory efficiency and market openness, two dimensions of competition freedom, on the efficiency of microfinance institutions (MFIs) in both its social and financial aspects.

The objective of the sixth paper is to verify the correctness of the models predicting revenue in the service sector against 6 precision criteria to determine whether the use of certain criteria may lead to the adoption of particular models to improve competitive forecasting.

The seventh paper examines the impact of corporate social responsibility (CSR) initiatives of a firm as one of the critical factors to improve the competitiveness of the firm in today's aggressive market environment.

The aim of the eighth paper is to deepen and broaden the knowledge of the strategies regarding the launch of micro enterprises and thus improve their competitiveness and viability.

The ninth paper investigates the recognition level of the efforts in companies toward CSR activities by employees and their influence on perception and identification with those activities

The last paper determines to what extent the fluctuations in oil prices influence the value of the Euro relative to the value of USD.

We would like to thank members of the editorial staff, peer reviewers and members of the editorial board for our big progress in last two years.

On behalf of the journal's editorial staff,

Ing. Zuzana Virglerova, Ph.D.

Director of Editorial Office

