

# Editor's Letter

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

Dear readers,

You are reading the first issue in five years with a partially changed and expanded editorial team. The newly appointed Executive Editor is Prof. Beata Gavurová, Ph.D., from Tomas Bata University in Zlín. She is a researcher with a rich publication record and with a high citation count, including Highly Cited Papers.

Petra Motyčková-Juránová, a staff member of the Dean's office of the Faculty of Economics and Management, was appointed the Secretary of the Editorial Office.

The team of editors has expanded to cover all of our focal areas of research: Economics, Management, Marketing, Financial and Managerial Accounting, Public Administration, and Regional Development. We are honored to present the entire editorial team, newly expanded to include representatives of the Faculty's departments. All the editors are now actively involved in allocating reviewers to individual articles.

The members are: Jiří Bejtkovský, Ph.D., Assoc. Prof. Michal Pilík, Ph.D. and Martin Horák, Ph.D., representing the Department of Management and Marketing; Milan Damborský, Ph.D. and Martin Mikeska, Ph.D., representing the Department of Economics; Lubor Homolka, Ph.D. and Tomáš Urbánek, Ph.D., representing the Department of Statistics and Quantitative Methods; David Homola, Ph.D. and Assoc. Prof. Adriana Knápková, Ph.D., representing the Department of Finance and Accounting; Pavel Ondra from the Department of Industrial Engineering and Information Systems; Prof. Boris Popesko, Ph.D., and Zuzana Vaculčíková, Ph.D., from the Department of Business Administration, including Tourism. Many thanks to all the text editors actively cooperating with the editorial team. The team of statistics editors and technical support remain unchanged.

It has become typical for our journal to publish multidisciplinary scientific articles. Today, we present ten articles researching the areas of the Healthcare Industry, Social and Ecological Factors of the Companies, Competitiveness in Agriculture, Innovativeness and Competitiveness SMEs' and Finance. The contributions arrived from the Czech Republic, Slovakia, Poland, Hungary, Romania, Croatia, Lithuania, Pakistan, China, Taiwan and Spain.

The first paper examines digitalization in the healthcare industry using the business integration management model for market competitiveness and confirms its significant role in increasing the market competitiveness of healthcare industries.

The aim of the second paper is to examine the impact of sustainability on Hungarian food companies in the context of Industry 4.0. It presents the research on sustainability factors as a way of balancing economic, social and ecological factors so that the companies can be effective, efficient and functional.

The third paper focuses on service innovation with the aim of clarifying the relationships between knowledge utilization, entrepreneurial creativity, service innovation, performance-orientation culture, and competitiveness culture. It recognizes competitiveness based on knowledge utilization as a key to service innovation in cultural and creative companies.

The fourth paper looks at competitiveness in agriculture by providing a framework for competitiveness assessment beyond the Balassa Index. It provides evidence in favour of tracking value chain flows for measuring the sector's competitiveness.

The fifth paper focuses on SMEs' innovative performance from the point of view of its link with digital agility and digital competitiveness, providing a framework for improving the innovative performance of SMEs in a digitally turbulent environment.

The main objective of the sixth paper is to contribute to the study of SMEs' innovativeness and competitiveness, this time in relation to their financial risk management. The paper provides evidence that competitiveness and innovativeness are not the major factors in SMEs' financial risk management.

As our readers have already noticed, we regularly publish studies within Visegrad Four countries. In this issue, the seventh article focuses on the financial competitiveness of industrial sectors in V4 countries. Using a machine-learning method, it shows that the traditional ROA and ROE prediction models are insufficient.

The eighth article provides a novel look at brand extension into another segment, planting brand extension in the European context. Risk elimination and competitiveness enhancement are the primary motives behind the scope of the study.

The authors of the ninth paper develop a model for financial fraud identification based on financial restatements of companies listed by the China Stock Market and Accounting Research database. The new model shows high accuracy and effectiveness.

The last paper is another contribution addressing the issue of competitiveness enhanced by technology. The study identifies clusters of technology characteristics that enable competitive advantage and formulates 30 questions in relation to individual technology characteristics for future research.

We would like to thank the members of the editorial staff, peer reviewers, and members of the editorial board for preparing this issue. We are looking forward to our further cooperation.

On behalf of the journal's editorial staff,  
Prof. David Tuček, Ph.D.  
Editor-in-Chief