

EDITOR'S LETTER

“Our life is the only thing in the world we cannot consider as our private property, as we have not contributed to its generation. It was only loaned to us with the obligation to pass it on to posterity improved and augmented. Our contemporaries, but particularly our posterity, have therefore the right to demand that we render account for our life.” Tomas Bata

Dear Readers,

Let me introduce the first issue of the fifteenth volume of the Journal of Competitiveness, which is, at the same time, the very first to be published online only. The journal remains multidisciplinary, comprising scientific articles from different fields. In this issue, we are publishing articles about structural transformation, business models in the circular economy, a neuro-fuzzy tool supporting competitiveness and efficiency of predicting the stock markets, green competitive advantage, online brand-related activities, dynamic talent management capability on competitive performance in economies, the migration and labour market competitiveness, the dynamic impact of inflation on supply chain and competitiveness and the impact of internal and external factors in achieving the sustainable market competitiveness. The contributions arrived from the Czech Republic, Slovakia, Pakistan, Italy, China, Thailand, Croatia, and Poland. The volume of this issue consists of ten articles.

The first paper examines the relationship between metropolises and the change in the economic structure of provinces. It employs quantitative analyses using spatial panel data models based on data from the statistics yearbook of all areas in Vietnam in the last decade. The research results confirm the role of metropolises' competitiveness characteristics in the provinces' structural transformation process.

The second paper evaluates the influence on the corporate social responsibility concept in terms of generated corporate innovations or the influence caused by marketing mix tools. The scientific hypotheses were oriented toward three directions: innovation, marketing strategies and marketing mix, and corporate social responsibility. The research results show that the impact of the competitiveness motive is significantly higher than that of the actual creation and construction of the marketing mix.

The third study aims to propose and empirically validate the application of a methodology for determining the business model dynamics associated with the implementation of selected circular economy strategies and the competitiveness of enterprises. The methodology used in this article is applicable both in ongoing academic research in the business models and selected circular economy and in the practitioner's sphere to design business models, determine and compare applied business models, and implement circular economy strategies across companies and industries.

The main objective of the fourth paper focuses on denoising stock time series using wavelet analysis, detecting a smoothed trend, and predicting future development using an adaptive neuro-fuzzy model. The application of this model is carried out on less developed stock markets, specifically on the official stock market indices of the Visegrad countries.

The fifth paper focuses on the influence of corporate social responsibility and green intellectual capital on green competitive advantage with the mediation of green innovation in the manufacturing SMEs of a developing country.

The main objective of the sixth paper is online brand building as a relevant and valuable way of understanding it due to its constantly evolving nature and potential to increase brand competitiveness or e-commerce. This also includes the issue of consumers' online brand-related activities, motivation, and impacts on the brand.

The seventh paper looks at the impact of dynamic talent management capability on competitive performance in economies and their role as a measure of innovation and developing a country's economic stability. The authors also show that startup firms' failure rates remain high and eventually claim that to maintain survival and improve competitive performance, startup firms must utilize internal and external resources.

The authors of the eighth article develop the issue of migration and labour market competitiveness. The goal of their paper is to estimate the effect of immigration, emigration, and migration of asylum seekers on the labour market indicators – unemployment and average annual wage and labour market competitiveness, in selected EU member-states.

The ninth article provides a novel look at the dynamic impact of inflation on the supply chain and competitiveness. Specifically, the paper investigates the dynamic impact of various inflation indicators on supply chain management in the context of inflation through bibliometric and econometric analysis.

The last paper is another contribution addressing the issue of competitiveness enhanced by innovation. The authors' findings show that innovation, management practices, and business environment have a significant positive relationship toward sustainable market competitiveness.

We want to thank the editorial staff, peer reviewers, and editorial board members for preparing this issue. We look forward to further cooperation with you, our readers.

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