

EDITORIAL

Currently, it is my big pleasure to present you the 2nd issue of journal Economics, Management and Innovation in year 2018. In the first 6 month of year 2018, we innovated the journal for the purposes of fulfilling new and strict DOAJ criteria, so now you can enjoy better description of all processes and author's recommendations on EMI web site. You can find there all important information about the journal. We are also proud that our journal is still open access and free of charges, therefore it represents friendly and supportive environment for all researchers.

The key topics of this issue are innovation, decision-making of enterprises and households and communication. You can find here in total seven very interesting and up-to-date scientific papers, which can serve you as a source of new information and inspiration for your future research.

The first paper represents the actual and important topic of decision-making of enterprises. Hana Gruntová Kolingerová focused in her research on cooperation between industrial enterprises and research workplaces in research and development area. This article deals with enterprises, which carry out their own research activities; it identifies the types of cooperation with different research facilities. It also focuses on the assessment of satisfaction with the cooperation with these entities and on identifying the barriers to further cooperation. The findings show that a total of 78% of enterprises most often cooperate with other private enterprises in research, development and innovation, the collaboration with other research facilities is generally assessed positively, indicating the stability of already established relationships. The access to information about public support and a lack of respect for intellectual property rights can be identified as a significant barrier to cooperation.

In the second paper, the team of researchers (Jaromír Tichý, Pavel Rosenlacher, Barbora Slavíková) present us very interesting results of innovation and communication in marketing area, precisely the possibilities of creating of effective product photography from the perspective of neuromarketing. As the authors highlight, using neuromarketing in marketing communication can increase its effectiveness in communicating with the customer. The paper focuses on the application of the Eye Tracking research method. The outputs of the testing are so-called "heat maps", which show where the respondents focused their view the most, what attracted their attention, whether the advertising message was successful and where its deaf places were located. The results show that the stylization of product photos is very important when presenting the product.

The third paper is focused on decision-making of enterprises using accounting instruments. Jan Hospodka analysed in his research going concern assumption as one of the main pillars of the accounting theory. The paper focuses on comparing the going concern rules in the Czech Republic, United States, United Kingdom and Slovakia. The goal of this research is to compare how the going concern concept is approached in the different accounting standards and related legislation and to come up with recommendations on how to improve accounting rules regarding disclosure of the doubt of the entity's ability to continue as a going concern in the Czech Republic. The results of the research show that rules for going concern disclosure are by far the most detailed in the United States and the poorest in the Czech Republic.

The following article (Karel Ďásek and Miroslav Suchanec) deals with the topic of decision-making and represents another brick to the wall of the extensive discussion on the existence of inter-generational differences in work values. The main findings suggest that the lower importance in perceiving job security for Generation Y compared to that of Generation X was in fact a small effect of age. Nevertheless, this effect is particularly present among the unemployed and can be caused by longer-term unemployment. In other dimensions, such as external values (e.g. money), the value of free time (autonomy) and altruistic values, no statistically significant differences are identified.

The fifth contribution is very interesting and innovative in the Czech Republic, since it is focused on evaluation of technical efficiency and productivity of selected museums. Museums represent the important tool of communication in different areas. Jiří Bečica evaluated museums from the view of level of technical efficiency and technical productivity, using DEA method and Malmquist index. Based

on the results of DEA method connected with technical efficiency, the best results are in the Wallachian nature museum in Rožnov pod Radhoštěm and the National technique museum in Prague. Using Malmquist's index as a tool for evaluation changes in efficiency, the most improved museums were National Technical Museum and Museum of Decorative Arts in Prague, followed by Moravian Museum, Museum of Romani Culture and Museum of Puppet Culture.

The next paper deals with the topic of innovation in communication due to the development of the Internet and connected decision-making of enterprises. Radka Bauerová provides an empirical test of whether the development of the internet links to implementing a new technology. The aim of the paper is to determine the impact of internet development on marketing management and to determine whether attributes such as the type of industry, year of establishment and ownership structure can be related to the level of marketing management adaptation to a changing environment. Despite the fact that in the last years increasing emphasis on industry 4.0 and the associated internet of things it was found, that the companies belonging to the industries that focus more on production than on services are less affected by the internet development in the settings of marketing management.

The last, seventh, paper of this issue focuses on marketing communication and decision-making of households – consumers. Among all different types of products, private label products play a significant role. The article analyses the attitudes of Slovak consumers to the purchase of private label products, accepting needs and requirements of consumers, taking into account types of purchased product, purchase reasons and demographic characteristics of the respondents. The research results should be used in retail trade when designing strategies in the field of private label products accepting specific consumer requirements.

You can see that this 2nd issue of EMI, volume 2018, is full of interesting papers, representing new findings and results of up-to-date research in the countries of Central Europe. Enjoy the reading!

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