

EDITORIAL

A new academic year 2017/2018 has just begun, and 2nd issue of EMI Journal in 2017 was published. As usual, academicians (both authors, reviewers and editorial board) worked over their holiday and prepared six new papers on different economic topics. Four of them were written by authors from abroad which proves that the quality of EMI Journal is grooving. The topics presented in this issue shows that economy touches many different fields of science from the public to private sector. New technologies and new methods are also described in these papers.

Hans Lunkvist focuses in his paper on sustainable employer brand. A deep literature review and discussion on employer brand and different theories of sustainable development programs are introduced in this paper. The results from the review provide several observable indications supporting the idea that theories from development programs can provide a sustainable and additional basis to the predominant brand and market literature.

Katarzyna Czainska elaborated three research problems related to SME's labor market in Poland and the Czech Republic. The author also designed a diagnostic tool (RIO Application), that allows measuring the degree of preparedness of organizations for the management of the multicultural human resource, measured by RIO value (Ratio of Interculturalism of Organization). The results from the application and their potential for use are described too.

The third paper written by Russian authors (Yulia Finogenova, Denis Domaschenko, and Edward Nikulin) deals with the short-term macroeconomic forecasting by neural network modeling. In this paper, a comprehensive econometric model is proposed for forecasting the dynamics of macroeconomic indicators of the monetary system and financial markets in the Russian Federation.

Another author, Milan Jermář, deals with the human resources management in knowledge-oriented companies. The author included 19 organizations in the survey to obtain their opinion on the human aspect of knowledge management. The results of the survey show that knowledge-oriented companies have an overview of recommended practices that could be used to develop their knowledge potential.

The comparative study of Slovak authors (Peter Šedík, Michaela Šugrová, Elena Horská, Ľudmila Nagyová) focuses on consumer behavior and preferences towards private label brand "K-take it veggie" of Kaufland company in Slovakia and Czechia. A sample of more than 800 respondents was used, 13 hypotheses were tested in this research. Based on statistical analysis, several interesting conclusions are described in the paper.

František Hortai focuses in his paper on the dynamic biometric signature, as a new information technology. The paper describes both benefits and disadvantages of using this technology. The paper also includes measurement evaluation which solves the independence between the person's signature and device on which it was created. Even the focus the paper is more technical, the practical implementation in the future can be crucial for the economic field.

I believe this issue brings an interesting overview of current research in the field of economy and will serve as an inspiration for further research.

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