

EDITORIAL

Shortly before the summer holidays, let us present to you the latest issue of EMI. There are several key topics in this issue, all of them examining problematic subjects in the selected fields of economy and marketing.

In this issue, Martina Fusková, Denisa Hanáčková & Monika Gubáňová introduce a case study involving location factors and their importance in decision making when it comes to the location of enterprises in Slovakia. They conclude that location decision making is one of the key processes in the strategic planning of the enterprise and that the identification, evaluation and rating of specific location factors is a valuable tool in the decision making process. To the most important factors include the market and labour (i.e. qualified workforce supply as well as flexibility of the workforce); within the market it is the intensity of competition in the sector, knowledge of the local business environment and purchasing power of households which play the most important role.

Milan Palát & Šárka Palátová discuss the various options of healthcare financing based on the estimates of future development of the Czech population using basic projections, as well as other alternatives that assume different combinations of extreme variants of life expectancy, fertility and migration. They discuss whether the future demographic trends will lead to an increase in public health costs as well as the dependency of healthcare earnings and costs on age and gender. They conclude that the most significant decline would occur in a situation with a high increase in life expectancy and low immigration. The authors also highlight the role of technological progress in the health sector, which enables health improvement with lower relative costs.

Zuzana Švandová points out the line between marketing communication and the image of a University and its faculties. She remarks that the image of an institution in the field of education is mostly based on its previous reputation and shows relative stability. The image of a faculty as an educational subject is part of a higher order structure, such as the University image, the image of higher education as a whole or the image of the region and the nation. The image of the faculty is related not only to the quality of the provided educational services, but also to the lecturers and students as well as the graduates who carry the image of the faculty beyond its facilities. Mass media that support the promotion of the faculty image through appropriate and up-to-date information is the most significant variable in communication with the public. This information helps to identify weaknesses in faculty communication with the external environment.

Valéria Párová & Gabriela Štefková discuss whether emotional intelligence and personality characteristics of managers are important predictors of achievement performance motivation. They find a positive correlation between emotional intelligence and power motivation – the higher the emotional intelligence, the higher the power motivation for managers. They come to the conclusion that managers with higher emotional intelligence are more successful and more conscientious; as well as more goal oriented and like to perform tasks ahead.

Miroslav Pokorný, Vratislava Mošová, Zdeňka Krišová & Vladimíra Mádrová examine the fuzzy properties of real random variables. They find out that it is necessary to use an integrated fuzzy-stochastic approach and formalize the fuzzy random variables. They determine the functional and numerical fuzzy characteristics of the fuzzy random variables and introduce the definition of the most important terms. They also give examples of the use of fuzzy stochastic analysis of files of economic data.

Jan Závodný Pospíšil & Tereza Šulcová investigate how commercials, as one of the most persuasive vehicles of marketing, influence a key target group – children. They analyze the influence of selected audio-visual commercials on a given target group and conclude that there is a relatively high influence of said “children targeted” commercials on children. Furthermore, adult commercials play a significant role in attracting children's attention as well.

Ondrej Remeň & Andrea Sujová examine wood processing companies in Slovakia and the optimization of their internal logistics. They believe that there is room for development of the 4.0 industry (intelligent automated systems that ensure smooth operation with minimal errors in the process) in the environment of wood processing companies. However, wood processing companies in Slovakia should be more involved in the investment and innovation, especially in the field of intangible assets. This is because current software solutions are necessary for the functionality of the transformation process in the enterprise.

Doc. JUDr. Blanka Vítová, LL.M. Ph.D.
Palacký University Olomouc