

EDITORIAL

Dear readers,

Inspiring and relevant information about economics, marketing and information technology, which is captured in our journal, is the result of social development and changes in the way of thinking. On the following page of the journal we publish what the director of Moravian Business College Olomouc, RnmDr. Josef Tesařík says about the international education programme Olomouc Business School (OBS). There have been personnel changes at MVSO as well. Since the winter semester 2018/2019, doc. Ing. Jarmila Zimmermannova (the former Vice-rector for Science and Research) has become the Rector of MVSO. For this reason, she is no longer the chairperson of EMI editorial board. This position was taken by Doc. et. doc. Kateřina Ivanová, Ph.D.

As the Vice-rector and chairperson, I will proceed in the same manner as doc. Ing. Jarmila Zimmermannova, who strived for the indexation of the journal into the SCOPUS database. In 2017, Scopus database announced the launch of a new programme of the re-evaluation of the quality of the content of the papers of those journals that strive for indexing in the database. The ability of journals to retain the quality over time was emphasized. The programme includes six steps, EMI journal has reached the fourth step in the year 2018. Additionally, the journal is indexed in ERIH PLUS (2015), Index Copernicus (2017, ICV 67, 69), Google Scholar (2013), Julkaisufoorumi (2016), and WorldCat (2013).

It is necessary to thank the former chairperson and the present-day Rector for the success of the journal and its current ranking. Many thanks to the members of the editorial board, particularly those who participated or participate in the peer review process. Special thanks to the academic staff of Moravian Business College Olomouc for each review as well.

In the current issue of EMI 3/2018, it is possible to divide the papers into three significant frameworks, the first relates to the lifestyle and its relation to management, economics, and marketing, the second to current Risk Society, and the third to education and its effect on the development of human resources in enterprises.

The conceptual lifestyle framework is complemented by four papers, the first analyses eating habits, two other deal with travelling, and the fourth paper focuses on developing marketing communication options. The paper by Peter Šedík, Renáta Benda Prokešová, and Elen Horská analyses consumption patterns and sensory perception of honey by young segment in Slovakia. The popularity of honey has been increasing worldwide mainly due to the increasing trend in healthy lifestyle. Many consumers search for functional food to bring added value to their health. The purpose of the study was to identify consumers' behaviour and their perception of intrinsic attributes (sensory qualities) between domestic honey and imported honey in the absence of extrinsic attributes (price, country of origin, brand, label, producer) by pilot testing of blind sensory test. Primary data were obtained by the questionnaire survey conducted in spring 2017 among 200 students (18–30 years) in Slovakia. The paper „Tourism demand analysis in the Czech Republic from selected eurozone countries – VECM approach“ by Tomáš Jeřábek analyses the long-term and short-term relations between the demand for international tourism, the number of tourists arriving in the Czech Republic from the six Eurozone countries and selected macroeconomic variables. The paper by Ajao Ganiyu Rahim „Socio-demographic characteristics and perceptions of service quality: a study of air travellers in Lagos state, Nigeria“ deals with the fact that perception of service quality is highly contextual and differs significantly according to consumer socio-demographics characteristics. Cross sectional survey research design was used to survey 503 air passengers selected through convenience sampling approach. Marketing Communications at Generation Z (Wikipedia states that Generation Z, also known as Generation M, the Internet generation, or Children of the New Millennium,

is a common name for a group of people born from the mid-1990s to the present) is dealt with in the paper by Jan Závodný Pospíšil entitled „Video content consumers and creators: reaching Czech generation Z through YouTube”. This paper aims to present generation Z’s relation to the old and new media, as well as to present the most highlighting cases of new media authors, respectively YouTube content creators. To meet the paper objectives, quantitative research (survey) aiming at representatives of the generation Z was conducted (n=455). Also, two case studies were considered in order to have a better understanding of the sender-receiver environment in sense of marketing communication possibilities.

The second group of papers can be included in the conceptual framework called "Risk Society". The naming of contemporary society as a risk originates from the work by Ulrich Becka, where he expressed the most important contingencies and contours of risk (Beck, World Risk Society Revisited, 2002). Jan Jakeš’s paper entitled as „Suitable inventory model for automotive manufacturers and measures to mitigate the impact of the crisis on purchasing logistics in times of crisis“ is dedicated to the prevention of the economic crisis. The aim of this work is to choose a suitable inventory model for automotive manufacturers and based on research to define how to manage a purchase logistics in time of crisis and what to focus on. One model is applied to companies which provided data during the research and then a suitability is verified. At the end, the author defines needed measures to face the crises in purchase logistics based on practical knowledge. In his paper „Modelling the impact of selected cyber threats in the field of cyber risk insurance„ Lukáš Pavlík deals with the issue of modelling the impact of selected cyber threats in the field of providing cyber-risk insurance. The results show how an insurance company can approach the issue of organizational insurance and protect its information systems against cyber threats. Finally, there is a discussion that sums up the problems with an outline of possible future developments.

The last paper deals with education, although it is certainly possible to discuss education also as a part of lifestyle. In the paper “Education and Talent Development in Business Corporations with Foreign and Domestic Owners: Intersectoral Comparison” Irena Míková, Lenka Komárková and Pavel Pudil deal with issues of talent development in enterprises. The aim of the research was to verify whether and how the existence of specific educational programs for talent development depend on selected currencies as the type of majority owner, the size of the enterprise and, finally, the branch of economic activity. Statistically significant dependence was demonstrated in two of the three variables. The impact of the sector has not been statistically proven; however, special talent development programs have been more frequently represented in the financial and insurance sector. The study shows that companies with a foreign owner implement talent programmes for enterprises more often.

With respect and wishes for all good

Kateřina Ivanová