

EDITORIAL

The current issue provides an interdisciplinary look into contemporary emerging trends in economics, management and innovation, and thus present a range of considerations in corporate business and public administration management. The papers vary in the covered scope, and their theoretical and practical insights constitute a conceptual framework towards emerging trends in managing the private or public sector organizations, which leads to an innovative interpretation of the issues under investigation.

The first article “Model of EDI Adoption In Retail” is concerned with the issue of document exchange in companies, operating in the retail sector; and therefore focuses on the determinants of electronic data interchange (EDI) adoption and then proposes to create a general model of adoption of EDI. Despite of some limitations, the proposed model identifies the adoption determinants, combines several theoretical directions and aspects of the acceptance of new technology and expansion of the existing research on some further variables that can affect the decision to adopt EDI.

The paper titled as “Impact of Student Involvement in an Interdisciplinary Project Team on Their Attitude Towards Interdisciplinary Knowledge” examines the differences regarding students’ perceived ease of use, usefulness, attitudes and intentions to use the interdisciplinary spationomy knowledge in the future. All based on the survey during the years 2018 and 2019 of the Erasmus+ Strategic Partnership Project Spationomy, for the group of students from the University of Maribor, Faculty of Economics and business, E-business study specialisation.

In today's world, telecommunication supports business activities, contribute to national income and employment growth. In “Exploring Strategic Management Practices: Case Study Of 4 Mobile Telecommunication Operators In Nigeria”, the authors applied descriptive research approach to demonstrate the multidimensional nature of strategy formulation and strategy implementation in mobile telecommunication firms in an emerging market.

The article about “The Development and Perspective of Online Shopping in Connection with Technology Acceptance” provides insights to changes in customers’ behaviour in order to uncover the shift in preferences of online shopping across product categories. The analysis may bring practical knowledge for managers by completing an overview of the current situation in the examined markets, especially of the Visegrad group.

The study “Review of Literacy in Public Finances in Hungary” was aimed at examining the public finance literacy of the Hungarian population through a questionnaire survey, and determining the extent to which self-reported financial awareness is consistent with the answers to the test questions. Based on the answers given to the questions, the authors tested the public finance awareness of the Hungarian population with points of interest, and examined the accuracy of their assumptions regarding public finance proficiency with variance analysis.

Finally, the paper titled as “Consumer Perception of Cocoa-enriched Honey: Young Segment in Slovakia” investigated the perception and attitudes of young segment in Slovakia towards cocoa-enriched honey. In regards of the managerial implication of its findings, the study has a potential in providing important information for beekeepers towards product positioning, product image and its perception, which could be essential for designing an effective marketing communication for product introduction in the market.

I am honoured to express particular words of acknowledgement to all co-authors and those that reviewed the manuscripts for their effort and contribution towards this international publication.

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