

EDITORIAL

The issue you are going to read (in paper or on-line) is more of a tool oriented or technically oriented. Papers are focused on how to do something, how to measure something, how to use a tool or apply a certain method.

If you are interested in to the HR, this EMI issue offers you paper focused on the conceptual framework for human resource management practices assessment and staff retention, how to foster retention. A good follow up paper for this one could be the study observing how to apply multi-criteria decision-making under uncertainty in personnel selection of academic staff while using the fuzzy sets theory by Lofti A. Zadeh. This paper is in fact about measuring the which candidate is the suitable one.

Measuring is also the area of another paper - A LOOK AT PERFORMANCE MEASUREMENT PRACTICES: A CASE OF A PHARMACEUTICAL COMPANY IN THE CZECH REPUBLIC. Paper deals with a practical experience, how a certain business segment is dealing with performance measurement. Also, paper form another business segment – banking – is following, marketing communication via Instagram in the banking sector. Even very traditional and conservative business – such as banking- is already on-line, already on social networks. They have to innovate, just as the pension policy. Innovation in pension policy is the topic of the paper focused on generation accounts. Social policy is – and definitely will be – a hot topic in Europe.

What have all the papers in common? They are not focused on COVID19. I am sure the research on COVID and business will follow soon, however right now we are in the middle of it, this is the time for medical research, business is struggling, so my wish goes to the all king of businesses – good luck and stay safe. You are giving jobs to the people, and please do so in the future as well.

Ing. Michal Menšík, Ph.D.

Department of Business Economics
MORAVIAN BUSINESS COLLEGE OLOMOUC