

Editorial:

This word runs through the entire issue you're holding in your hand right now. Anything that has a future must be sustainable - and the scientific paper EXAMINING THE SOCIAL PERFORMANCE OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT:

A CONCEPTUAL FRAMEWORK - demonstrates this perfectly. Directly, sustainability means something that will endure, something that will continue into the future. Even the second scientific article - GENERATION X AND Y AND THEIR VIEW ON THE BRAND EXTENSION INTO NEW SEGMENTS - deals with the future, just maybe a little hidden - extension assumes future development, expansion, expects that something will be and that it will be bigger or greater. Bioeconomy - BIOECONOMY LABOUR MARKET AND ITS DRIVERS IN THE CZECH REPUBLIC - on the other hand, is a visit from the future. Only a few years ago bioeconomy was a term from science, today it is already a reality and shapes (not only) the labour market. Finally, whatever the future holds, it will definitely be digital - HOW DIGITAL MATURITY AFFECTS THE STRIVE FOR INNOVATIONS IN SMES IN CZECH REPUBLIC. Digitalisation is again a concept that was recently seen as "scientific" and today even the vacuum cleaner is digital.

Thus, all the featured scientific articles are "the future". But since it is May 2022, it is clear that the future will not be simple and easy. Russia's war in Ukraine, energy and fuel prices on world/European markets, general political instability (globally, in fact), all make it clear that the future holds - if I may borrow W.L.S. Churchill's words - "blood, toil, tears and sweat".

But still - don't worry, we will make it.

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