

Editorial: The Strategic Integration of Modern Tools and Concepts in Business Management

In the rapidly evolving landscape of business management, the integration of innovative tools and strategic approaches has become essential. The three papers featured in this issue highlight critical areas where modern techniques are reshaping traditional practices, underscoring the importance of adaptability and foresight in today's business environment.

The first paper, "Artificial Intelligence Tools in HRM," delves into the transformative impact of artificial intelligence (AI) on human resource management (HRM). In an era where attracting and retaining talent is increasingly challenging, AI offers promising solutions to enhance the efficiency of HR activities. However, the effective implementation of AI in HRM hinges on the digital competencies of employees. The paper not only maps the current use of AI in HR but also emphasizes the need for corporate training to develop the necessary ICT skills among the workforce. This dual focus ensures that organizations are well-equipped to leverage AI for strategic HR outcomes.

The second paper, "Liquidity Management and Financial Performance of Nigerian Listed Consumer Goods Manufacturing Firms," examines the vital role of liquidity management in sustaining financial performance. In a competitive market, maintaining financial stability is crucial for survival. The research provides valuable insights into the relationship between liquidity metrics and financial outcomes, offering practical recommendations for enhancing liquidity management strategies. The findings highlight the importance of robust financial policies that ensure timely availability of cash, promote early payments, and optimize the balance between receivables and payables.

Finally, the third paper, "Strategy as an Instrument of Economic Diplomacy," explores the strategic dimension of economic diplomacy. By analyzing the Czech Republic's export strategies, the paper illustrates the significance of well-formulated strategies in advancing national economic interests. The comparative analysis of the 2012-2020 and 2023-2033 Export Strategies reveals how strategic planning can drive economic transformation, particularly in positioning the Czech economy as a knowledge-based, competitive entity. The paper underscores the critical role of strategy in public policy and its potential to navigate and mitigate external challenges.

Together, these papers offer a comprehensive view of how modern tools and strategic thinking are shaping the future of business management. Whether through the adoption of AI in HRM, the refinement of liquidity management practices, or the strategic direction of economic diplomacy, it is clear that the ability to adapt and innovate will define success in the coming years.

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