

Editor's Letter

"Be thankful to your competitors for keeping you alert"
(Tomas Bata)

Dear readers,

Let us introduce the third issue of the tenth volume of the *Journal of Competitiveness* (2018). This issue is multidisciplinary, being comprised of scientific articles especially from the fields of business environment, finance, macroeconomics, microeconomics, management, and marketing.

You can find contributions from the Czech Republic, Slovakia, Poland, Turkey, Ukraine and Nigeria.

The first paper analyzes the effect of economic policy uncertainty (EPU) on both total and personal outbound travel expenditures in the panel data of 17 developed and developing countries.

This second paper considers the approaches to early diagnostics of business conflicts within the system of business social responsibility forming during the process of thorough decision-making, and under the conditions of uncertainty regarding the flow of business activity for the purposes of 'problematic' companies' crisis recovery and restoring their competitiveness.

The third contribution examines the relations between the R&D expenditure and the global competitiveness development in the case of Slovakia as well as in member states of the European Union from Central and Eastern Europe.

The fourth paper compares the readiness of particular Western Balkan countries for EU membership on the basis of accession progress assessment, as well as on the basis of international economic position assessment.

The aim of the fifth paper is to verify and evaluate experimentally the effect of using activating methods and the related application of metacognitive learning strategies in case studies in the Czech Republic.

The sixth article compares the reviewed conceptual frameworks on the basis of their applicability to a scenario of digitalization in industry.

The seventh paper examines the influence of integrated marketing communications (IMC) dimensions on customer loyalty to mobile telecommunication service among competing firms in telecommunication service industry.

The aim of the eighth paper is to justify the use of a new methodical approach to index insurance of agricultural producers against weather risks.

The ninth paper examines whether bank finance is a substitute or complementary to trade credit for small and medium-sized enterprises (SMEs) in the region of the Visegrad Group.

The last paper analyses the attitudes of consumers to the purchase of private label products, considering their needs and requirements, the type of purchased product, reasons for the purchase, as well as demographic characteristics of the respondents.

We would like to thank members of the editorial staff, peer reviewers and members of the editorial board for preparing this issue, and we are looking forward to our further cooperation.

On behalf of the journal's editorial staff,
Assoc. Prof. David Tuček, Ph.D.
Editor-in-Chief

