

EDITOR'S LETTER

“Do not pursue money. He who seeks money will never achieve it. Serve! If you serve as best as you can, you will not be able to escape money.” Tomáš Baťa (1876–1932)

Dear Readers,

Each issue gives me the opportunity to present a quote from Tomas Bata. This issue also allows me to emphasize that our work for the journal is mostly the service for you as readers and that we do not pursue money in the first place. I and all team members of our editorial board and editorial staff hope you will also be satisfied with this issue.

Now, let me introduce the third issue of the fifteenth volume of the Journal of Competitiveness.

In this issue, we are publishing articles about responsibility for increased drug prices, the impact of employees' counterproductivity on interpersonal relationships, improving competitiveness of an assembly line by simulation, using multiplier-accelerator interaction in European countries in the context of investment, growth, and competitiveness, financial literacy and portfolio diversification, effect of public and private sector R&D indicators on innovation performance and competitiveness, how a new product introduction can create value for rivals, a tool of a comparative analysis of olive farmers' technical efficiency, an innovative approach to team management based on agile methodologies and emotional intelligence, determinants of key audit matters and finally that the usage of the artificial intelligence is raising ethical concerns about privacy governance and cybersecurity of datasets.

We are delighted that the group of authors of our journal and volume in this issue is developing rapidly. In this issue, you can find articles by authors from the Czech Republic, Slovakia, Vietnam, Poland, Thailand, Romania, Portugal, Switzerland, Spain and Canada. The volume of this issue consists of eleven articles.

The first contribution identifies an increasingly important societal topic: healthcare and health economics. Authors (Asad et al.) used the scoping review method in their article to map the literature on the topic. Their research answers the question concerning stakeholder responsibility for increased drug prices. However, because there is a data gap, it is impossible to assess the relationship between drug costs and demand over a longer period, identify the drugs that are not covered by health insurance, or determine the role of health insurance in rising drug prices. Even so, the authors' research results reveal more evidence that pharmaceutical corporations can determine prices, undermining the idea that the health insurance industry is the primary cause of price increases.

The second paper (Stoszek et al.) describes how the counterproductive work behaviors of employees influence the quality of interpersonal relationships at work. Additionally, the study analyzes how this impact is moderated by the demographic features of employees (education, age, sex, length of service, and type of job). These relationships were examined in the broad context of a company's competitiveness in the Central European environment.

The third study (Mares et al.) is a typical industrial engineering and lean management principal topic. The proposed aim is to improve the competitiveness of an assembly line by simulation. However, when put into practice, proposals do not always result in improvements due to various errors and omissions in their design. A helpful tool to minimize failures is applying computer simulations, in which the proposed solutions are tested, and a proven solution is implemented afterward.

The main objective of the fourth paper (Mourão et al.) focuses on understanding multiplier-accelerator interaction in European countries in the 21st century. More than eight decades after the contributions of Keynes and Samuelson, multiplier-accelerator interaction has spawned rich and exciting literature. In this study, the authors examine the relationship between investment, consumption, and economic growth in European Economic Area countries, with broad data observed between 2000 and 2021.

The fifth article (Nguyen et al.) investigates the relationship between the level of financial knowledge and portfolio diversification in Vietnam, an emerging financial market in Asia. To achieve this objective, the

authors conducted a broad online survey of investors actively participating in Vietnam's financial markets in 2020. The survey's primary goal was to assess both basic and advanced knowledge levels among investors in the field of finance, as well as their foundational grasp of economics.

The objectives of the sixth article (Halásková et al.) are to explore the groups of innovation performance and their spatial distribution in NUTS 2 Western European regions and to evaluate the effect of selected public and private sector R&D indicators on innovation performance in 2014–2021. The results indicate that SMEs that introduce product innovations, employment in knowledge-intensive activities, patent applications, and innovative SMEs that collaborate with others are statistically significant private sector R&D indicators.

The seventh article's primary objective (Minh Ly et al.) is to investigate the effects of new product introductions by focal firms on the corporate value of their competitors. The analysis is based on a dataset comprising around 2,500 new product announcements in the United States from 2010 to 2020. The findings reveal that the innovativeness of new products has a positive impact on the abnormal returns of large rival firms but a negative impact on the abnormal returns of small rival firms.

If we consider the economically, socially, and culturally vital character of olive growing in Tunisia and the significant proportion of small farmers operating in this sector, especially in rural areas of this country, there is a solid case to examine the performance of small olive farmers in such regions. It was also a considerable contribution of the eighth paper (Farah et al.). The results reveal that there is substantial room for improvements in the technical efficiency of these farmers. Moreover, the regression models show that four determinants individually explain gaps in efficiency among farmers: age, education, access to agricultural credit, and ownership status.

The authors of the ninth article (Aránega et al.) seek to integrate agile methodologies in organisations and relate them to Emotional Intelligence. The Kanban method is used to develop emotional competencies through a program consisting of ten sessions. The programme is developed, and the competencies that comprise Emotional Intelligence, previously defined in a dictionary of competencies, are measured. Kanban principles are known from the area of pull production management methodology. The authors also developed this classical philosophy in the area of emotional intelligence.

Key audit matters have become an essential part of audit reports, as they help to assess the audit risks and how auditors face them, contributing to showing audit quality. In this sense, the perceived audit quality may provide competitive advantages to auditors in the market. In their article, the authors (Dusadeedumkoeng et al.) show that key audit matters reporting not only depends on the auditor's characteristics but is also determined by the auditee's features.

The purpose of the final study (Suárez et al.) is prevalent in the period of Artificial Intelligence. The present research uses an event model to calculate cumulative abnormal returns (CARs) with registered data on fines from AI ethical violations to measure the impact on financial markets of news about the unethical behavior of offending firms and to find whether shareholders are rewarding these activities. The results help explain how some firms and their shareholders become immune to economic sanctions and turn into multi-violators who are not affected by the amount of the fines imposed on them, developing a "fine is a price" attitude.

We thank the editorial staff, peer reviewers, and editorial board members for preparing this issue. We look forward to further cooperation, especially with you, our readers.

On behalf of the journal's editorial staff,

Prof. David Tuček, Ph.D.

Editor-in-Chief