

Jolanta Mazur

Editorial

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Artykuł został opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej bazhum.muzhp.pl, gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

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Editorial

I have a pleasure to welcome you to issue number 44 of the *International Journal of Management and Economics*. This issue includes six papers covering very interesting research topics. The majority of papers are based on empirical research, both in economics and management. There are also other perspectives represented. The issue starts with a conceptual work and ends with a methodologically focused article.

The first article, "Capability Building and Learning: An Emergent Behavior Approach," is by Rafael Andreu, Josep Riverola, Josep M^a Rosanas, Rafael de Santiago. The research problem is grounded in a critique of conventional economic models with their assumptions suggesting that "firms have identical production functions, their efficiency improves at the same pace, and that managers are rational, have complete information, and maximize profits." The authors abandon these conventional assumptions and determine how managers' decisions "affect the time-wise performance of companies when firms can develop their own capabilities". They are interested in the trade-offs between short and long-term objectives and the effect of different forms of learning and knowledge accumulation over time. They developed a model demonstrating the consequences of specific management decisions on the aggregate behavior of a population of firms. In this model, managers decide what projects to undertake, taking into consideration the fact that each of them will contribute differently to learning, capability building, and eventually to firm performance.

The second article, by Willem Molle, "Competitiveness, EMU and Cohesion Experiences in the Past (2000–2013); Assessment of the Present (2014–2020) and Lessons for the Future (2020 and Beyond)," is focused on highlighting the main issues in three EU policy fields: competitiveness, EMU, and cohesion. The author describes the past experiences in coping with inter-related problems within the EU (2000–2013), assesses the present situation (2014–2020), and develops two scenarios for post-2020 development (2020 and beyond).

The effects of firm size, competition, and access to finance on a firm's innovation performance are explored by Zeina Alsharkas in the article "Firm Size, Competition, Financing and Innovation. The paper is based on the Business Environment and Enterprise Performance Survey (BEEPS). The data were analyzed to evaluate the Schumpeterian hypotheses on the relationship between competition, firm size, access to financing, and innovation behavior. Regressions for the three logit models using pooled time series analysis and the cross section analysis were applied. To address the endogeneity problem, the lagged values were used. Some research findings are in line with Schumpeter's hypothesis, while some others coincide with Schumpeter's predictions.

The fourth article – “Effect of Celebrity Endorsement in Advertising Activities by Product Type” – was written by Grzegorz Karasiewicz and Martyna Kowalczyk. The authors’ objective was to determine “the impact of a celebrity’s image on evaluation of the advertised product”. They used a quasi-experimental method involving four groups of university students. Four questionnaires illustrating four combinations of products (watches, juices) and endorsers (celebrity, model) were developed. The research was conducted through an online survey. Data analysis supported the major, final conclusion suggesting that “the use of celebrity endorsements is justified only in the case of those product categories where physical attractiveness and social status can be transferred onto brand attributes and thus strengthen the brand image”.

“Impact of Insurance Market on Economic Growth in Post-Transition Countries,” was researched by Jaba Phutkaradze. The author’s objective is to determine whether the development of an insurance market was related to economic growth in ten former transition countries over the 2000–2012 period. To test the hypothesis suggesting the positive relation between these two variables a multiple regression analysis and a fixed effect model were employed. The findings did not confirm the hypothesis, showing a negative and statistically non-significant correlation between insurance market and GDP growth.

The objective of the sixth article, “Validating DART Model”, by Jolanta Mazur and Piotr Zaborek, was to quantitatively test the DART model developed by Prahalad and Ramaswamy. This model focuses on company’s capabilities necessary to effectively work with customers. It specifies the four main building blocks or groups of competencies that companies should develop to effectively engage in value co-creation with customers, i.e., Dialog, Access, Risk Assessment, and Transparency. As the co-creation concept has so far been studied primarily using qualitative methods, the authors spotted a gap in its quantitative validation, which would test the model’s usability for survey research. A multiple measurement scale was developed and employed in interviewing managers of Polish SMEs. The statistical evidence for adequacy of the model was obtained through CFA with AMOS software. The findings suggest that the DART model may not be an accurate representation of co-creation practices in companies.

The current issue of the *International Journal of Management and Economics* is supplemented with the book review by Włodzimierz Januszkiewicz. The book “International Competitiveness of the Economies of Belarus, Russia and Ukraine” was written by Krzysztof Falkowski.

At the end of this issue we present the list of the reviewers who assessed the submissions considered for publication in issue numbers 41, 42, 43 and 44. I would like to thank them very much for their time and expertise in keeping our academic standards high, which helps us to build our Journal’s reputation.

I hope that the variety of topics and research approaches applied in the articles will make the current issue interesting for the readers.