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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.

Editorial

Welcome to issue number 49 of the International Journal of Management and Economics. As usual, you shall find in it a range of interesting topics discussed.

The current issue includes six papers written by eleven authors from Europe and beyond.

We start this issue with a paper about an important topic concerning the European Union strategy. It is titled “The Role of Government and Markets in the Strategy ‘Europe 2020’ of the European Union: A Robust Political Economy Analysis”, and is written by Jürgen Wandel. Based on a robust political economy framework, the author assesses the EU strategy “Europe 2020” and discusses the roles ascribed in it to the government and markets from the perspective of their influence on European Union member states’ future growth. Jürgen Wandel describes numerous shortcomings of the social market strategy idea. His analysis leads the author to conclude that the social market strategy is a technocratic concept offering selective interventionism, which is unlikely to boost economic growth and employment.

“Okun’s Law and Youth Unemployment in Germany and Poland” by Sophie Dunsch is our second article. We welcome the topic, as youth unemployment is a problem faced by many European countries and comparisons can shed more light on it. The author investigates unemployment developments after the financial crisis in Germany and Poland – two countries with different GDP growth rates and unemployment dynamics. According to Okun’s law, there is a negative relationship between changes in the unemployment rate and the growth rate of the GDP. The paper’s objective is to test whether youth is more sensitive to the business cycle than adults. The results of the author’s data analysis is that youth in Poland are much more prone to business cycle fluctuations than are adults. In Germany the gap between the age cohorts is small and not statistically significant. The author discusses the possible causes of the observed differences between these two countries.

Adam Karbowski, the author of the third paper “The Elasticity-Based Approach to Enterprise Innovation” develops a model of firm innovation (measured by R&D intensity) that simultaneously analyzes innovation factors from the perspective of the Schumpeterian strand of industrial organization literature and the know-how strand. The model presented is a formal description of innovation factors and the relationships between them. It indicates that corporate R&D is determined by: “the company’s technological competence (supply-side factor), consumer preferences towards quality and price of goods (demand-side factor), as well as a moderating factor, which refers to knowledge spillovers”.

The fourth article, dealing with “Effects of Network Capabilities on Firm Performance across Cultures” was written by an international group of researchers, i.e. by Julie Papastamatelou, Rainer Busch, Begüm Ötken, Elif Y. Okan and Karim Gassemi. Their empirical study is aimed at identifying key factors related to network capabilities that enhance the performance of Chinese, Turkish and German firms. According to their findings, four of the analyzed twelve factors, i.e. “information sharing”, “trust”, “network coordination” and “network human capital resources” are predictors of firm performance. But this result was not confirmed in all the countries researched, suggesting each country has its own drivers of firm performance.

“Socio-Economic Implications of Female Inclusion in Organizational Structures and in Leadership Positions” by Alaxandra E. Krawiec is the fifth paper. Using the numerous research publications, the article analyzes determinants of female underrepresentation in organizations, with a focus on leadership positions, as well as their implications. The paper presents determinants’ systematization and in-depth analysis. The author also looks into the future, forecasting the potential developments of female inclusion in organizational structures, and describing possible tools that can be employed to speed up this process, resulting in more women in leadership positions.

The sixth article titled “In Search of Excellence in E-Customer Logistics Service” by Barbara Ocicka and Marta Raźniewska discusses the relationships between the development of online distribution channels and companies’ logistics systems enhancing e-customer service quality. This relationship results from the obvious requirement that the development of online commerce often must be complemented by a physical logistics system. The paper focuses on determining e-commerce business models, modern distribution channels and management tools, developed to continuously improve e-customer logistics service. Using the literature and interviews with e-commerce services providers, the authors propose good practices for measuring and enhancing e-customer service level.

I hope that the variety of subjects under discussion in the current issue will appeal to a large number of readers.