

EDITORIAL FOR THE THEMATIC ISSUE INNOVATION FOR ORGANIZATIONAL PERFORMANCE: APPROACHES AND APPLICATIONS

The purpose of this thematic issue of INDECS is to present articles that are devoted to the analysis of the important positive role of innovation on organizational performance. Some of the latest research on approaches and applications in this field were presented at an international conference The 3rd ENTRENOVA '16 (Enterprise Research Innovation Conference) which was organized in Rovinj, Croatia, in September 8-9, 2016. ENTRENOVA is a multi-disciplinary conference dedicated to examining, comprehending and meritoriously countering to the economic, management, organizational, marketing and other issues inquired by innovation, informational technology, and R&D, driven by enterprises.

The articles were accepted after a blindly review process of two independent reviewers selected from the members of Program Committee of the symposium. At ENTRENOVA '16 it was agreed to publish thematic issue of INDECS including a selection of refereed journal version of articles presented at the symposium in Rovinj, Croatia.

The call for thematic issue of INDECS was open to participants of ENTRENOVA '16 as well as to other researchers and practitioners from the fields of management, innovation and management information systems. Eight submissions for thematic issue of INDECS were received, some of them being extended journal version of short articles from proceedings. Each submission was first reviewed by guest editors and then blind reviewed by two experts.

CONTRIBUTIONS

Further in the text the short description of the articles contributing to this thematic issue of INDECS is presented.

Vrankić and Krpan analyse the short run profit maximization model in a convex analysis framework and confirm duality results in the corresponding problem by deductively applying the results of convex analysis. In the primal problem they derive the normalized profit function from two perspectives, describing the technology by the production function and by the real variable cost function. By enveloping the closed convex set with its tangents, they derive the first order necessary conditions describing the problem and interpret its economic meaning. Special attention is given to the comparative statics results. By comparing the graph of the normalized profit function of the active and passive producers they recover the

dual optimization problems, corresponding first order necessary conditions interpreting their important economic and econometric implications as well as comparative statics results describing the firm's behaviour in the short run. They recognize the unique structure of microeconomic phenomena, which they analyse on the short run profit maximization model by applying the results of convex analysis in a simple and intuitive way, while emphasizing in the same time that the same kind of reasoning can be applied to any economic problem which includes optimization.

Dumičić, Žmuk and Čeh Časni (2017) in their article examine the differences in male and female unemployment rates for twelve European countries in the period from 1991 to 2014 and predict their future trends by using different statistical forecasting models. In the empirical analysis, as a benchmark for comparison of male and female unemployment rates the average unemployment rate concerning all the EU-28 member states was used. The criterion for selecting the most appropriate model is the lowest overall forecasting error value. Their empirical analysis has shown that the linear trend model was the best forecasting model for a vast majority of countries in the sample and that in the selected period the decreasing trend of unemployment rates in the short-run is forecasted for more Eastern Balkan than the EU-28 countries. They also evaluate the impact of adding a new data point on the selection of the most appropriate statistical forecasting model and on the overall forecasting errors values. According to their analysis an additional data point for male and female unemployment rates in 2014 led to somewhat smaller forecasting errors in more than half of the observed countries. They conclude that the additional data point does not necessarily improve forecasting performances of the used statistical forecasting models.

Klímová and Žitek assess and compare the intensity and structure of research and development in the Czech Republic and Slovakia, where the evaluation is carried out at the level of NUTS 3 regions (14 regions in the CR and 8 regions in Slovakia) using statistical data for 2014. Their analysis confirms that in both countries research activity is concentrated in the capital cities (Prague and the Bratislava Region) and in the South Moravian Region but in comparison with the most developed European states, the research activity in the Czech Republic and in Slovakia is quite low. They evaluate the intensity of R&D through the $I_{R\&D}$ index, which confirmed higher intensity of R&D in the Czech regions. Based on the cluster analysis, they divide the regions into three groups based on their similarities. The structure of research and development was evaluated in accordance with the quadrant model of R&D orientation. The authors find that the best prerequisites for radical and incremental innovations were identified in Prague and the South Moravian and Pilsen Regions. Based on their analysis the authors conclude that research activity is lower in Slovakia.

Máhr in his article investigates the innovation performance of Tourism destination management (TDM) organisations in Hungary for the period between 2011 and 2014 and presents the results of his research which gives information about the reasons for innovation of TDMs, the factors hindering innovation, the social innovation potential and the future plans of TDMs. Also, the research propositions asked during the research were answered, i.e. certain cooperating partners influence TDM innovation performance, the existence of social innovation can be influenced by certain cooperating partners. At the same time the organizational characteristics (geographical location, legal form and settlement size) do not influence innovation

performance. Also, the scarceness of financial resources hinders the spreading of innovation. The author sees the further research target direction in the definition of the characteristics of innovative TDM organisations and the analysis of parameters influencing their innovation-related decisions.

Meštrović in her article studies the relationship between service quality, students' satisfaction and behavioural intentions of science, technology, engineering and mathematics (STEM) and information-communication (IC) students of the University of Rijeka Departments by applying partial least squares structural equation model using SmartPLS 3.0 software on the student survey data. The analysis confirms a direct, positive and significant relationship between higher education service quality and students' satisfaction and between students' satisfaction and their behavioural intentions. According to indirect effects analysis, perceived higher education service quality has an indirect, positive and significant impact on students' behavioural intentions through students' satisfaction. The results indicate that higher education service quality is an imperative for higher education sector.

Grubor and Milovanov in their article analyse how branding theory and practice evolve in modern business environment where sustainability has been set as a major global issue. They emphasize strong brands as a powerful driver of changes towards sustainable behaviour patterns of both companies and consumers. Relying on the results of the existing research and analysis in the field, authors give strategies for the successful implementation of green values into the brand management. In order to create public awareness and green behaviour patterns, authors emphasize some of the leading topics such as dealing with the attitude – behaviour gap, marketing communication and education with the aim of fitting greenness into consumer lifestyle, finding value in consumption and building trust between brand/company and consumers.

Perić, Babić and Resić present a new methodology for vendor selection and supply quotas determination problem which combines the Analytic Hierarchy Process (AHP) method and a new multi-objective linear programming method based on the cooperative game theory. The proposed methodology authors test on the problem of flour purchase by a company that manufactures bakery products. Their research indicates its high performance in the vendor selection and supply quotas determination problem. As the main advantages of the applied methodology authors emphasize its simplicity, decision makers' high level confidence of the obtained results since the AHP method can be efficiently applied for reducing complex and hierarchical criteria quality and reliability to simpler forms and application of the new MOLP method makes decision makers actively participating in the whole process of the supply quotas determination. Also, the method guarantees obtaining the preferred solution in a finite number of steps and it can be used when there is a large number of decision makers. The space for future research authors see in including the dynamic process and a simultaneous application of quantity discounts as well as a discount of quantity value in a particular period in the proposed methodology for the vendor selection and the supply quotas determination problem.

Mabić and Klepić in their article investigate the opinions of BIH managers about the impact of Web 2.0 technologies on business operations, where by Web 2.0 they mean

a set of technologies such as Wiki systems, blogs, Web 2.0 social bookmarking applications, Web 2.0 podcasting applications, social networks, virtual worlds etc., applicable in different fields. The results of the empirical research they conducted among top and middle managers in companies in Bosnia and Herzegovina during May and June 2015 show that all respondents have a relatively positive opinion on the application of Web 2.0 technologies in business, although not all of them are using them. As the most important characteristics of Web 2.0 technologies managers see in making the most important contribution to data and information sharing in company and in having a significant impact on the quality of communication, both internal and external. The results of their research encourage the authors to do a further research on the application of Web 2.0 technologies in business so as to increase their use and explore their advantages and benefits.

Zagreb, February 28th 2017

Mirjana Pejić Bach