

Editorial

Dear Readers,

You now have access to the fourth and latest issue of the 2023 volume of JEEMS, which once again contains a number of fascinating and motivating contributions.

First and foremost, in this issue we would like to congratulate Rainhart Lang on his 70th birthday! Rainhart's involvement with JEEMS over the years has been unparalleled. He was the founding editor and served as editor-in-chief for the first decade and a half. Even after passing the baton to other colleagues, he remained very active as an editorial committee member. His contributions to JEEMS are many and varied, his support is still crucial, and his drive and inspiration have been the source of many key projects of this journal. JEEMS is truly indebted to him. **Happy Birthday, Rainhart!**

The first article in this issue by *Emil Knežović and Lamija Jamak* investigates the relationship between internal branding and employees' intention to stay in organizations in Bosnia and Herzegovina. Based on a large questionnaire survey, the authors demonstrate that brand identification mediates the relationship between internal branding and employees' retention but, at the same time, brand orientation does not. Due to scarce literature on this topic in B&H, the findings of this paper may prove to be the basis for improving respective managerial behaviour and for inspiring further research in the field.

In the second article, the authors *Asta Stankevičienė, Neringa Grincevičienė, Danuta Diskienė, and Greta Drūteikienė*, based on a large-scale survey in Lithuania, examine the influence of personal teleworking skills on organisational commitment. They found that the influence of personal skills for telework on the affective, continuance, and normative dimensions of organisational commitment is partly mediated by the perceived intensity of telework. With this work, another research gap can be filled and studies on telework intensity in the context of crisis may be enriched.

In the third article, *Elena Botezat, Silvia Fotea, and Ioan Fotea*, address the challenge of attracting and retaining Generation Z talents in the age of digitalization. Using a sample of Romanian students, they found that a significant proportion of the variance in turnover intentions was explained by work-life balance, work dynamics, and work rewards/promotions. Accordingly, the authors draw some important implications both for Generation Z research as well as for HR management.

Martin Vogl, Christopher Schumacher, and Peter Maas dedicate their article to the exploration of ambidexterity management in small and medium-sized

enterprises in Central and Eastern Europe. They demonstrate how an exploitation-driven insurance firm complemented its exploitative core business with exploratory activities to create ambidexterity across two geographically dispersed business units. Their qualitative case study complements the (many) quantitative studies in the field so far very well.

In the fifth article, *Anja Küpper and Tobias Dauth* investigate the career paths of Polish top management team members and their development. Based on biographical data and career-related information from top managers employed by the 30 largest stock-listed companies located in Poland and Germany, they found that the most important career distinctions from existing models are applicable to the Polish market and that there are some similarities with the Germanic national model.

In the sixth article, *Daimi Koçak* presents a moderated mediation model that examines the role of prosocial motivation and psychological entitlement in the relationship between interpersonal trust and knowledge hiding. Based on broad survey data from white-collar employees in the manufacturing sector in Turkey, he demonstrates that prosocial motivation mediates the effects of affect-based and cognition-based trust on evasive hiding and playing dumb but not on rationalized hiding. The findings have some clear implications for both theory and practice.

Finally, *Jolita Vteinhardt, Włodzimierz Sroka, and Vīta Juknevičienė* explore the impact of organisational commitment and organisational cynicism on each other, on employees' emotional state and on their intentions regarding their workplace in Lithuanian and Polish organisations. Using a questionnaire survey conducted in both countries, they found that the growth of organisational commitment in Lithuanian business organisations is hampered by employees' cynical cognitive behaviour and negative emotions. In turn, along with the weakening of actions attributable to organisational cynicism, organisational commitment in Polish business organisations is increasing.

I hope you will enjoy reading this issue of JEEMS!

Thomas Steger
(Editor-in-chief)

In the latest **2022 Journal Citation Report** (Clarivate 2023) JEEMS received an impact factor of **0.7** (5-year impact factor: 0,7). Both figures show a slight decrease compared to the previous year. Nevertheless, the Editorial Committee wishes to thank all authors, reviewers and friends of our journal who have contributed to this success and hope we can also count on you in the future!