

## Editorial

Dear readers,

I hope the third issue of JEEMS in 2019 finds you well, hopefully in the midst of a relaxing summer holidays!

This issue, once more, mirrors the broad variety and complexity of management issues in Central and Eastern Europe. It covers not less than ten different countries, ranging from Lithuania (in the north) to Bulgaria (in the south), from the Czech Republic (in the West) to Azerbaijan (in the East). Several papers are based in the field of HRM but organization studies are also prominently represented.

The first paper by *Katja Lumbar Globočnik, Anja Žnidaršič and Marko Ferjan* deals with the influence of environmental variables on public relations in Russian companies. Quantitative research was conducted using a large sample of public relations specialists. The authors found that the societal culture significantly influences two-way, symmetrical, asymmetrical, ethical, unethical, interpersonal, mediated communication and conservation strategies.

In their study, *Eva Smokrović, Maja Frencl Žvanut, Antun Bajan, Radivoje Rađić and Boštjan Žvanut* contribute to our knowledge about the determinants of job quitting. Based on a survey performed on a sample of Croatian registered nurses, the authors demonstrate that nurses' job dissatisfaction, combined with a higher rate of absenteeism, represents a clear indication of their future turnover. Meanwhile, nursing practice environment and personal motivation do not exert a significant direct effect on the intention to leave the job, but do just have an indirect one through job satisfaction.

*Gabil Guliyev, Turgay Avci, Ali Ozturen and Farzad Safaeimanesh* provide empirical evidence for the role of professionalism for service operations and sustainable company competitiveness. The purpose of their study is to evaluate the effect of attitudinal professionalism on employees' job satisfaction and organizational commitment at five-star hotels in Azerbaijan. The findings indicate that professionalism supports employees' level of satisfaction with their present job. Moreover, it was found that the self-management dimension of professionalism has the highest effect on job satisfaction and organizational commitment of the employees.

The study by *Veronika Hedija and Roman Fiala* investigates the validity of Gibrat's law for a sample of travel agents from the Visegrad countries and to identify the size-growth relationship. In contrast, with their expectations, the validity of Gibrat's law in this region could not be proven. Instead, the smallest firms tend to grow faster than their larger counterparts. Moreover, the size-growth link differed depending on actual firm size, i.e. Gibrat's law tends to be

valid in the population of firms that have reached minimum efficient scale (MES). This result shows that economies and diseconomies of scale could play a significant role in explaining the size-growth relationship of travel agents.

*Monika Boguszewicz-Kreft, Katarzyna Sokołowska, Ewa Magier-Lakomy and Brigita Janiūnaitė* pose the question of whether and why clients decide to purchase medical services in other countries. An international survey has been carried out, with respondents from Poland, Germany and Lithuania. The results show that the readiness to purchase medical services differs, depending on the country of origin of services, the power of the country and the origin of the consumer.

Additionally, this issue includes two research notes. The first one by *Taras Gagalyuk and Vladislav Valentinov* deals with agroholdings in the Ukraine and with how institutional turbulence gives rise to them. The authors show that membership in an agroholding presents a strategy for agricultural enterprises to remain resilient in the midst of the severe institutional turbulence. This provides a tentative explanation of why the remarkable growth of agroholdings fails to be accompanied by evidence of their superior efficiency.

The second research note by *Gergana Slavova and Maya Ivanova*, examines rural entrepreneurship, particularly the perceptions and entrepreneurial behaviour of beneficiaries of hospitality and rural tourism projects in Bulgaria. The findings imply that participants demonstrate various entrepreneurship initiatives and call for closer cooperation with local institutions, in order to maximize the overall effects. Involvement of higher public authorities or programmes considerably enhances rural entrepreneurship by providing a chance for potential entrepreneurs to start-up their own venture and by determining general goals, which will affect both people and local institutions.

I hope you will enjoy reading this issue of JEEMS!

*Thomas Steger*

### Changes on the Editorial Board

We regret to inform you that our colleague **Snejina Michailova** (Auckland University Business School) has decided to step back from JEEMS' Editorial Board. We are indebted to you, dear Snejina, for all you have done for our journal throughout the past two decades!

Meanwhile we are happy to welcome three new members on the board, namely **József Poór** (Szent István University Gödöllő), **Lukasz Puslecki** and **Piotr Trapeczynski** (both Poznan University of Economics) who have contributed to JEEMS in the past and will now serve as Editorial Board members.