

Editorial

The trend towards accelerating digitalisation is related to the rapid implementation and penetration of information and communication technologies into all areas of human activity. This phenomenon requires new insights into the factors affecting the effectiveness of the implementation of managerial patterns as a basic platform for acquiring sustainable social development in a global context. Thus, the digital economy shapes strategic options for managers in all sectors of national economies, regardless of whether managerial work is focused on production, finance, logistics or marketing. Moreover, the digital economy is facing up to the need to reconsider its traditional features and to focus on the three main business strategies: modularity, open innovation, and platforms. All this with respect to the contemporary development of economic theory which highlights the behavioural attributes of market entities. According to this, managers face the challenge of the rejection of the traditional neoclassic concept of *Homo Oeconomicus*, as well as the increased importance of digital economic platforms.

This trend is also followed in the current issue of *Forum Scientiae Oeconomica*. All seven papers included form a relevant platform by means of which to achieve the so-called scale-up effect by including contemporary digital socio-economic platforms in managerial processes implemented so far, and to effectively face the challenges of the Industry 4.0 era. The main editorial idea is not only to stimulate scientific discussion in this field but also to provide relevant supportive apparatus for managerial decision making which would

incorporate an internally homogenous view on social and economic aspects of digital platforms. Thus, the content of the journal is created by interlacing financial and behavioural views and attitudes in the context of the specific conditions of the research presented to provide unique introspection into the theme of digital socio-economic platforms in the era of Industry 4.0.

The paper entitled *Model of investment decision making in a small industrial enterprise* focuses on the need for the development of small enterprises in Russia by accelerating investment decision making based on a small industrial enterprise in the specific conditions of the Russian market environment. The authors conclude that the existing investment decision-making model is not sufficiently adapted for a small industrial enterprise, and they offer a proprietary conceptual model based on their own research.

In the paper entitled *Blockchain technology and application possibilities in the digital transformation of transaction processes*, its authors analyse selected characteristics of the blockchain principle to understand the advantages of its application in transaction processes, and subsequently demonstrate application possibilities related to transaction activities. The main scientific contribution of this paper is the utilisation of the blockchain in transaction processes such as sales and procurement.

The third paper, entitled *Changes in product value contributing to customer satisfaction: the case of the digital camera*, has been written with the usage of time series information to identify the changes in the benefit items of products contribut-

ing to customer satisfaction, revealing that design is significant in the initial models while functionality is significant in successor models.

The following paper, entitled *Improvement of teamwork compatibility: the example of an industrial enterprise*, shows that the compatibility of teamwork within an industrial enterprise can be improved when top managers set a positive example, provide support to executors, regularly inform them of team work compatibility issues, and promote and maximise the involvement of all team members in improving compatibility. Thus, the authors have verified the original assumption that in order to improve teamwork compatibility, a team manager needs to coordinate individual and team goals, professional competences and values as well as motivation and internal communication, and to change them in a timely manner when applicable.

The fifth paper, entitled *Growth effects of financial market instruments: The Ghanaian experience*, provides an analysis of the growth effects of financial market instruments in Ghana between 1991 and 2017 by using the Autoregressive Distributed Lags bounds testing approach to analyse selected data. The authors conclude that long-term financial instruments perform better than short-term instruments in boosting the country's economy in the short run, while in the long run, both short-term and long-term financial indicators positively impact economic growth in Ghana; they provide recommendations to the Bank of Ghana on this basis.

The authors of the paper entitled *Dilemma of directions for reinvestment* explain the main motives, such as payback period or extra benefit from reinvestment, as the most significant factors influencing the di-

rection of reinvestment. Surprisingly, they state that factors such as age, gender or competitive advantage are not statistically non-significant, and respecting this fact, they suggest future directions for the development of portfolio models.

The final paper, entitled *University Social Responsibility in the opinion of students*, contains the identification of students' opinions on the implementation of the concept of social responsibility by Polish universities. The author conclude that most students define social responsibility only intuitively, which creates a significant barrier to further managerial practice focused on long-term sustainable development. Thus, the need for CSR education is highlighted, as otherwise, real corporate citizenship would not be acquired and the concept of sustainable management would not be applied correctly.

All the papers included provide scientifically valuable outcomes with significant added value and a high level of originality of the applied methodology. The research apparatus is in accordance with contemporary trends in economic statistics; thus, these papers provide an optimal platform for further research in this area. The opportunities to implement results of the studies presented are notable in industrial applications, where the continued importance of digital socio-economic platforms drives the effective process of adaptation and customisation to the requirements of Industry 4.0.

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