

EDITORIAL

Dear readers,

Already in the umpteenth issue, I begin the editorial with the wish that the coronavirus crisis is behind us. Unfortunately, this is not yet the case. However, not only us that have embarked on an examination of the effects of this crisis on regional development. Therefore, in November, a student conference entitled "Innovative approaches and strategic planning during the pandemic" was held at the Masaryk Institute of Advanced Studies, at which students of several Czech and foreign universities examined the positive impacts of the pandemic on innovation in not only regional development. The best articles from this conference form the first part of this current issue. In total, five of the approximately twenty contributions were included. The first article you will find is Daniel Kvičala from Silesian University in Opava on the topic "How Covid-19 Influenced Customer Buying Behaviour and Business Results of E-shops". This is followed by an article by Lucie Heczková from the same university on the topic "Analysis of an Inventory Management Model with Discounts". The third contribution is by Tatiana Lekýrová from the Masaryk Institute of Advanced Studies of the Czech Technical University in Prague, entitled "Innovative Ways of Accomplishing Organizational Change via Large-Scale Scrum". The fourth contribution was contributed by Nicole Pendezini and Luca Marcandalli from the University of Bergamo on the topic "Open Innovation and Organizational Culture: Global Companies Best Practice". The last contribution from the aforementioned conference is the work of a student from Augsburg, Germany, Pascal Marquard, entitled "Global Trends in Advertising Strategies in a Covid-19 Era: Evidence from China and Germany".

To make the topic coherent, not too small, several more papers on this topic will be included in the next issue of our magazine. At the Masaryk Institute of Advanced Studies, we are also preparing a larger international conference from our newly renewed conference cycle Regional Development between Theory and Practice, namely its 11th year on the topic Impact of the Covid 19 pandemic on the development of Europe's regions. The conference will take place on Thursday, 19 May 2022 at the Masaryk Institute of Advanced Studies CTU. The conference is held under the auspices of the Director of the Masaryk Institute of Advanced Studies of the Czech Technical University Prof. PhDr. Vladimíra Dvořáková, CSc. You can register for the conference through electronic registration via the following link: <https://forms.office.com/r/nMkc1DsJfR>

Our regular readers are accustomed to the fact that in the first issue they published papers on the topic of development strategies in the field of education and human resources written together with colleagues from Russia. In this context, we as a magazine also join the condemnation of The Russian – Putin's aggression in Ukraine and the boycott of Russia. We believe that Russian scientists who have not supported Putin's aggression have been published in our journal in the past, but we will not publish any articles from Russian authors at this time. On the other hand, we are glad that we do not have to disappoint our readers dealing with the above-mentioned issue of education, and we include articles by our Czech colleagues. There are five other articles, namely the work of Jana Marie Šafránková, Martin Šikýř and Jana Coufalová entitled "Development and Support of Higher Education in the Pilsen Region", as well as an article by Renata Skýpalová on the topic "Development of Primary School Employees in the South Moravian Region in the Field of Communication with Parents", as well as the work of Kateřina Tomešková dealing with the topic "A broader View of the Leadership Mission and the Management Skills Development". The penultimate is an article by Michaela

and Wanda Tureckiová entitled "Co-teaching Strategies and their Application in Regional Education and Adult Education" and the last one in this issue is the work of Eva Škorňová and Jana Marie Šafránková on the topic "Current Trends in Human Resources and their Application in Higher Education". Wish Ukraine victorious peace and good health, an inspiring read for spring!

Vladimíra Šilhánková
Hradec Králové, March 2022