

EDITORIAL

Articles in this issue are focused on area of study of development of management, leadership and human capital and management and in different type of organizations – mainly in educational organizations and in public sector in different contexts of regional development and changes in society 4.0. The main aim of the issue is to describe different point of view in theory and practice of regional development in international context. The regional aspect is becoming from Central Europe as Czech Republic and Eastern Europe as Russia. Articles are based on the results of the long-term cooperation with universities in Russia - Moscow Polytechnic University and Technological University, Korolev, Moscow Region and Educational management Faculty of education, Charles University.

Michaela Tureckiová in article “The influence of covid-19 pandemic on changes in the roles of school managers in regional education” examines the content of the roles of managers in regional education and the possible impact of the COVID-19 pandemic on changes in these roles. The aim of the survey was to update the contents of key roles of managers in regional education and to determine whether the COVID-19 pandemic also changed the importance that respondents attribute to certain types of roles or partial activities of managers in regional education. The influence in the period from March 2020 to January 2021 was reflected.

Renata Skýpalová, in article “Corporate social responsibility as a tool for motivating primary school staff in South Moravian Region” describe the role of human capital in schools. There are focused on corporate social responsibility (CSR) activities as tools for motivating the staff of selected primary schools in the South Moravian Region. The questionnaire survey took place in 2020 and was attended by 230 teachers from 24 schools. The survey results show that knowledge of the CSR concept and the use of its motivation instruments among primary school teachers depend on the size of the school.

Viktorija S. Artemenko, Vladimir D. Sekerin, Lev D. Gurtskoy in article “Marketing communication in the digital environment” devoted to the role of marketing communication in digital environment. The key features of marketing communication strategy are revealed. Authors analyze the efficiency of marketing communication, which make enable companies to increase their business results. The article refers to vital marketing trends in the digital environment.

Ivan A. Zaytsev, Anna E. Gorokhova, Yuri N. Popovskii in article “Justification of the choice of mathematical methods when calculating the index of the innovative potential of an enterprise in the digital economy” to consider and analyze several basic mathematical methods used in the process of calculating the index of innovative potential of an enterprise in the digital economy. The presented article has high scientific value due to the evidence base, which allows us to conclude about the need to use regression analysis when assessing the innovative potential of an enterprise.

Tatiana S. Zaytseva, Elena E. Shurukova, Ivan A. Zaytsev in article “Development of human resources as a factor of economic security” focus on the need to develop human resources to ensure the economic security of the organization. The main determinants of the microlevel that affect economic security are identified. Their characteristics and ways of influencing the economic security of the organization are given.

Jana Marie Šafránková, Martin Šikýř in article “Leadership challenges in public sector in in a regional context” analyse different views on leadership in management in public sector in a regional context and view on approaches to human resource management in public administration in the Czech Republic. The survey was conducted during the years 2019 - 2020. The results show that in surveyed organisation are many managers not managing and using as leadership.