

EDITORIAL

Papers in this monothematic issue are focused on management and development of human capital in different contexts of regional development. The main aim of the issue is to describe different point of view in theory and practice of regional development in international context. Papers are based on the results of internal grant projects from The College of Regional Development and Banking Institute, AMBIS, a.s., Intercultural Management - the phenomenon of the early 21st century (IGA_Z4_01_2016) and the cooperation with universities in Russia Moscow Polytechnic University; University of Technology, Korolev.

The themes are human resources in regional development, in organisations and enterprises with relationship to regional labour market, approaches of management to human capital, changes in educational structure in regions, in relation to technology changes in fourth industrial revolution. The regional aspect is becoming from Central Europe as Czech Republic and Eastern Europe as Russia and Romania.

Mikhail Abrashkin, Victoria Barkovskaya and Bogdan-Nicolae Mucea in paper “Economic mechanism of innovative development of high-tech engineering at the country region level” describe the impact of high-tech engineering on the development of the region's economy and its innovative potential, which gives an undoubted increase in its competitiveness. Introduce tools for regional support of high-tech engineering enterprises and a model of the organizational and economic mechanism of innovative development of the industry at the regional level. It was proved that the innovative development of high-tech engineering affects the improvement of the competitiveness of the region.

Anna E. Gorokhova and Vladimir D. Sekerin in paper “Influence of the innovative environment on efficiency of the Russian industrial enterprises” describe value of the innovative environment as factor of success of the Russian industrial enterprises activity. Components of the innovative environment are the innovative capacity of the industrial enterprises and innovative climate. The directions of the state impact on formation of innovative climate are investigated: creation of innovative infrastructure, improvement of institutes of legal character, institutes of financial character.

Jana Marie Šafránková and Martin Šikýř I paper “Principles of people management in public administration” describe evidence as performance of any organization, who depends on people working in the organization and define main principles of managing people in public administration that allow any organization in public organization to achieve expected performance of the organization through achieving desired abilities, motivation and results of people working in the organization.

Vladimir D. Sekerin and Ludmila E. Gorlevskaya in paper “Marketingnet as a new marketing concept in a digital economy” describe media environment and new technologies in marketing field. The key trends of their transformation at the present stage of development are revealed. Authors propose recommendations for marketing activities improvement, which make it possible to increase the efficiency of companies' business results. It covers a justification of creation of a new marketing concept - MarketingNet which helps to meet modern challenges of the market.

Michaela Tureckiová in paper “Competencies and roles of managers in regional education” deals with the determination of types and contents of competencies and roles of managers in regional education based of a survey among the students of Master’s degree study programme in Educational Management in the period 2017-2018, she determinse more precisely which partial competencies a headmaster needs for a competent performance of his/her work position and tis connected with the possibility to target more precisely the professional development of this group of employees in regional education for specify more precise selection criteria for educational managers and also to enable their further career development also outside of the sector of regional education.