

EDITORIAL

Papers in this monothematic issue are focused on area of study of development of human capital and management and in different type of organizations – mainly in educational organizations 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. Papers are based on the results of internal grant projects from The College of Regional Development and Banking Institute, AMBIS, a.s., Opinions on changes in working conditions in enterprises in the period 4.0 (IGA_01_2019) and the long term cooperation with universities in Russia - Moscow Polytechnic University and Technological University, Korolev, Moscow Region and with Mendel University in Brno, Faculty of Business and Economics, educational management Faculty of education, Charles University.

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.

Renata Skýpalová, Martin Šikýř and Jana Marie Šafránková in paper “Teaching staff orientation in Czech schools” describe the orientation process of teachers based on the authors’ findings of questionnaire survey on human resource management in Czech schools. The survey was conducted during the school year 2018/2019. The respondents were headmasters and deputy headmasters from 84 schools of Czech nursery, primary and secondary schools. The results show that surveyed schools are able to successfully master the teaching staff orientation, however they need to apply a more systematic approach to the orientation process as well as to the human resource management.

Přemysl Doležal and Renata Skýpalová in paper “Czech primary school visions from the perspective of human resource management” describe the authors’ findings of the questionnaire survey of primary schools’ visions from the perspective of educators, defining major challenges faced by head teachers. 347 teaching staff of 19 primary schools from two regions of the Czech Republic participated in the survey. The results suggest that teachers expect the school management to stimulate the material development and working climate of the school as well as to raise their motivation and support along with strengthening their competencies.

Renata Skýpalová and Denis Drexler in paper “Recruiting human resource using PR communication tools and socially responsible activities” are concentrated on area of internal communication channels and public relations for the employees of the organization. The paper focuses on the perception of the role of in-house communication and the use of PR tools to strengthen the human capital and mitigate staff turnover. The questionnaire survey administered in various organizations in the two selected regions of the Czech Republic with 164 responses.

Michaela Tureckiová in paper “Motivation to work for employees in regional education and possibilities to influence it“

The study deals with the possibilities of influencing the motivation to work by managers in the segment of regional education. Respondents of a qualitative research survey were managers and employees who currently work in regional education or who are very familiar with the practice of school management. The aim of the survey was to define specific possibilities how to positively influence the motivation to work and thus the work performance of employees in regional education.

Ivan Alexandrovich Zaitsev, Victoria Vadimovna Chukhrina and Lev Dmitrievich Gurtskoy in study “Future tech program as a tool to increase competitiveness of innovative technological enterprises in the international market” describe the program of the state budgetary institution “Moscow Agency of Innovations” Future Tech, which is aimed at supporting innovative technological subjects of small and medium enterprises by solving their urgent business problems by students of Moscow universities, as well as its contribution to improving the competitiveness of innovative technology companies in Moscow in the international market.

A.E. Gorokhova, I.A. Zaitsev and V.D. Sekerin in paper “Data science methods in evaluating innovative potential and innovative activity of industrial enterprise under conditions of digital economy” examines some examples of mathematical methods used in data science to assess the innovative potential and innovative activity of an industrial enterprise in a digital economy for new information, statistical data, as well as to make forecasts and economic proposals, these same methods can be used to work with data when evaluating innovative indicators of an enterprise.