

From the Editor

The South East European Journal of Economics and Business in its first issue of the sixteenth volume includes ten contributions from economics and business research areas. Geographically, the biggest number of contributions comes from the Western Balkans region. A short note on each paper is discussed below.

The first paper is by Pfeifer et al., titled "Perception of the national entrepreneurship conditions – differences across time and expert specialization"; it focuses on Croatia and data coming from the Global Entrepreneurship monitor 2015-2018. The research identifies deterioration of the national entrepreneurial conditions. However, experts' perceptions of national entrepreneurial conditions diverge depending on their entrepreneurial experience.

Lazović-Pita and Šćeta in their paper "A stochastic frontier approach to measuring inefficiency of local communities in Bosnia and Herzegovina" employ data from 2017 to investigate the level of technical inefficiency of local communities in Bosnia and Herzegovina (BiH). The results suggest that efficiency of local communities in BiH can be improved further. From a policy perspective, the paper reports that reducing total expenditures by almost 50% should not reduce output levels on the best practice frontier.

Bošnjak et al. report research outcomes of their paper "Real effective exchange rate and industrial productivity in Croatia: wavelet coherence analysis". The authors use monthly data 2000-2019 and find a positive relationship between industrial productivity and real exchange rate in this economy.

"Banking market concentration and bank efficiency. Evidence from Southern, Eastern and Central Europe" is the fourth paper published by Kozak and Wierzbowska. The study examines the link between banking market concentration and bank efficiency for the sample of 150 banks operating between 2005 and 2019 in 11 EU and 8 non-EU countries. The results indicate that concentration positively and nonlinearly impacts bank efficiency in the both samples. Moreover, the size of a bank and income diversification help to improve efficiency of banks.

Đunđek Kokotec et al. in their contribution "The impact of institutional investors' ownership on performance and financial position: evidence from firms in the Republic of Croatia" investigate the impact of the ownership of institutional investors on the corporate governance of Croatian companies. The results do reveal an impact of institutional investor ownership on business performance and financial position of observed companies; this reduces the gap between ownership intentions and management interests.

"The influence of servant leadership on organizational citizenship behavior: the mediating effect of organizational commitment" is empirical paper by Howladar and Rahman. The study reveals that servant leadership has a direct influence on organizational commitment and organizational citizenship behavior, as well as organizational commitment has a direct impact on organizational citizenship behavior.

In their paper "Capacity competition in differentiated oligopolies: entry deterrence with alternative objective functions" Ristić et al. investigate implications of competition in markets with differentiated products on entry deterrence. The findings provide recommendations for conducting competition policy and other sector-specific regulations.

Krajina et al. brings their contribution "Can you see how it smells? What eye tracking can tell us about the shelf management of luxury perfumes". The paper employs an eye-tracking experiment to analyze attention spans and fixations, which is combined with a questionnaire to uncover recall and purchase intent. The research identifies attention patterns and the influence of attention on recall and purchase intention.

"Digital or innovative: understanding digital literacy – practice – innovative work behavior chain" is paper published by Pilav-Velić et al. The paper explores the extent to which digital literacy and personal innovativeness contribute to individual's innovative work behavior (IWB) in a pharmaceutical company. The results indicate a double-mediation chain - digital practices and attitude toward digitalized innovation mediate the positive relationship between digital literacy and IWB.

The last contribution by Vujanovic is "Technological trends in the manufacturing and service sectors. The case of Montenegro". This study uses a dynamic panel analysis and firm level data to investigate productivity of the manufacturing and service sectors in Montenegro during 2010-2019 period. The results indicate a clear upward technological trend in manufacturing but not in the service sector. Divergent technological trends are identified amongst the manufacturing and service industries that require different level of technologies and knowledge in their production processes.

On behalf of Editorial Board
Adnan Efendic

University of Sarajevo
School of Economics and Business