

Editorial

Dear readers,

It is my distinct pleasure to present the issue of HRM&E – the scientific journal which has been very successful in bringing together scientist from many fields who share a common interest to fulfil the need for thorough discussion of research in relevant disciplines.

The new information age we live in is characterised by rapid change and complexity. Developments in field of ICT and mobile technologies will continue to have an important impact on research, organizations and employment relationships. All these are underlying the fact that the potential of social networking are becoming in a wide range of personal and professional issues.

Many people think of social networking as circulating around a room or virtual place and exchanging business or virtual cards. But a broader view of social networking is, that it creates a pool of contacts from which you can offer numerous benefits that could help to increase comparative advantage, expand business activity or generate new business opportunities and career progress.

Although social networking is possible in person, especially in the workplace, universities, it is most popular online. Some researcher argue that human resources professionals are late-adopters when it comes to anything technology related, including social networking. But the rising popularity and increasing pressure to create social networking applications based on concept of „to be in real time“ and „location based“ are causing human resource pros to take notice. Internet and mobile based social networking makes it easier for them to listen, interact, engage and collaborate with each other and also creates process to effectively track, converse, monitor and manage.

Done right, social networking can be an effective tool for all managers in building goodwill, relationships, awareness of company or university, because it helps better understand prospective and current customer needs, increase visibility and generate leads. It can help to manage outbound and incoming online interactions, be a useful tool in recruitment supports and cultivates the corporate culture. Also, it is about embracing an internal cultural shift to create an open environment where employees are encouraged to share, innovate and collaborate virtually. It means that not only researchers at the university but also professionals in companies realize tremendous potential in social networking tools for effective communication and the sharing of real-time ideas or solutions with research or project team members. It is because social networking is a tool for helping people achieves their goals. Doing it reliably and repeatability so that over time people have an interest in helping others achieve their goals. Even the most conservative scholar, however, cannot fail to be impressed by the revolution in communications and social networking that has taken place in recent years due to the emergence of them. Furthermore as social networking sites become more integrated in our academic culture and I think that the benefits outweigh any downsides

We can realize the fact that the social networking to-do list is only going to grow and the potential that lies in it still needs to be tapped to a greater extent. Nowadays companies have been merge business technologies and solutions, such as cloud computing, with social networking concepts. Numerous academic researchers use cloud-based citation platforms to share their ideas and communicate their research. They have additional options for social networking, and these are based not merely on common affiliations but also on their own academic interests, as expressed in

the citations for journal papers, conference proceedings, and other documents that they have written or cited.

As Jeff Antaya (*CMO of Plante & Moran*) mentioned “Social media is like a snowball rolling down the hill. It’s picking up speed. Five years from now, it’s going to be the standard.” So, in case of academic staff it’s only about our willingness to take advantages of social networking for creating and developing effective international research teams with greater scientific potential. After that we would be honoured to present their research results and comments in our journal.

I would like to thank the authors, the editors and the proofreaders for their efforts in putting this edition of the HRM&E together. I believe that readers of this issue of the journal will find interesting and inspiring articles.

Ing. Emese Tokarčíková, PhD.
Department of Macro and Microeconomics
Faculty of Management Science and Informatics
University of Žilina
Slovak Republic